APRIL 30, 1951

# BROADCASTING TELECASTING

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20TH year

The Newsweekly of Radio and Television.

$7.00 Annually
15 cents weekly

*The Purpose of Advertising is to get*

# RESULTS

*...in the form desired by the Advertiser*

Program ratings—popularity of entertainers—readership or listenership—all are secondary to the main purpose... did the advertising produce.

The letter reproduced here tells what WLS did for one advertiser. It has done equally as well for others. Ask your John Blair man.

Jackson and Company
advertising
40 NORTH STREET NEW YORK 13 N.Y.

March 19, 1951

Mr. Charles M. Freeman
Commercial Manager
Station WLS
1230 Washington Blvd.
Chicago, Ill.

Dear Mr. Freeman:

Enclosed are new commercials for Pequot Mills' portion of the "Barndance". There are seperate Closing Commercials for April and May, while the 1st and Middle Commercials will remain the same.

I would like to take this opportunity to thank you for your co-operation on the recent booklet offer that we made on "Barndance", for two Saturdays, and to tell you how pleased we are with the results. Numerically, the returns were more than satisfactory, we thought, for an offer of this type-- an informative booklet on sheet cure, without any added inducement. Furthermore, on a cost-per-inquiry basis, WLS was far below the various national magazines on this same offer.

When I recommended WLS, and the "Barndance", to Pequot I pointed out that both the station, and the show, would give them exceptional coverage. This is important because of the limited number of stations that we can use. The requests for the booklet offer were received from 24 states, from coast to coast. From Vermont, New York, and Virginia, in the East, to California in the West, and from as far south as Texas. And the requests were not confined to rural areas, but also came from such metropolitan centers as Philadelphia and Los Angeles, where you would ordinarily expect listening to be confined to the important local stations.

Thank you again, for all your help.

Cordially,
JACKSON AND COMPANY
Wallace H. Lancton
Wallace H. Lancton
Radio & Television Director

WHL/no
Enc.

A CLEAR CHANNEL STATION

WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Look

**THIS IS TELEVISION IN THE WHAS TRADITION**

COINCIDENTAL TELEPHONE Survey BY UNIVERSITY OF LOUISVILLE

Daytime, nighttime, anytime . . . Louisville's favorite local programs are seen on WHAS-TV. This has been proved by the University of Louisville in the most intensive coincidental telephone survey ever conducted here. Over 13,400 calls were made in one week.

*Ask your Petry man about the high-rated local shows produced especially for participating sponsors.*

FOR LOCAL LIVE PROGRAMS

at night...

**7 out of top 10**

are on WHAS-TV

LOUISVILLE CHOOSES WHAS-TV

FOR LOCAL LIVE PROGRAMS

in the afternoon...

**5 out of top 8**

are on WHAS-TV

LOUISVILLE CHOOSES WHAS-TV

FOR LOCAL LIVE PROGRAMS

| TOP-RATED CATEGORIES | WHAS-TV STATION 'B' |
|---|---|
| LOCAL NEWS | ✓ |
| SPORTS | ✓ |
| KITCHEN | ✓ |
| AUDIENCE PARTICIPATION | ✓ |
| VARIETY | ✓ |
| CHILDREN | ✓ |
| MUSICAL | ✓ |
| TEEN AGE VARIETY | ✓ |
| WESTERN MUSIC | ✓ |

LOUISVILLE CHOOSES WHAS-TV

Look

**at the high sets-in-use**

**28.4%** afternoon average

**57.8%** nighttime average

*Basic CBS interconnected Affiliate*

**WHAS-TV**

*Louisville, Kentucky*

**Serving a market of 90,000 television homes**

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Dir*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

Published

# WCBM

BALTIMORE

*announces the appointment of*

*The O. L. Taylor Company*

*as exclusive national sales representatives*

*effective immediately*

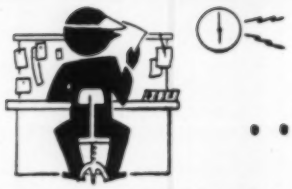
**10,000 WATTS • 680 KC**

JOHN ELMER - President

GEO. H. ROEDER - General Mgr.


Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

# BROADCASTING TELECASTING ...at deadline



## Closed Circuit

SPECIAL Affiliate Committee's report on its rate talks with networks (story page 23) inspires serious question as to tack which organized promotion of radio may take in future, and part which networks will play in it. Networks' apparent coolness to further research causing speculation that overall promotion may center primarily on local and spot radio. As yet there has been no agreement with either networks or station representative firms as to contributions they will make to joint promotion of all radio through BAB.

ON STRENGTH of initial launching of Affiliates Committee drive to block radio rate cuts (story page 23), Committee late last week had received checks from upwards of hundred stations, with signatures of CBS affiliates reportedly outnumbering those of any other networks.

NBC NOW expected to set up meeting with its Stations Planning & Advisory Committee, probably this week, before making statement on radio rate cuts. When its own rate-reduction plan blew up late last year, NBC promised to confer with affiliates group before re-instituting it.

WHETHER FCC will thaw promptly UHF portion of TV freeze will depend upon nature of comments received May 7 on its Third Report on TV. It's regarded as likely that FCC will move toward UHF allocations, possibly before end of year. In VHF area, however, it's thought competition of applicants for limited assignments, as well as protests against proposed allocations, will preclude thawing except in isolated geographical areas where no trouble exists.

COMPOSITE story on what radio is doing even in TV markets when measured at point of sale under methods initiated by Advertising Research Bureau Inc., shortly may be told. One story, yet unpublicized, involves four TV station market and largest department store in city. Newspaper ad pulled 23 customers; radio, 55, with same amount of money spent on each. Only 25.2% of newspaper prospects bought, while 43.7% of radio prospects made purchases.

DESPITE STRONG support of Chairman Wayne Coy, doubt exists about promotion of Assistant General Counsel Harry Plotkin to coveted post of director of Broadcast Bureau, soon to be created under FCC's functional realignment. Substantial opposition has developed, it's learned, with prospect another selection may be made. Name heard frequently is James E. Barr, veteran engineer, now chief of Aural Broadcast Section. Post pays in $11,000-12,000 area—same as general counsel or chief engineer.

TOP-LEVEL memorial dinner discussed in NARTB circles Friday, to raise funds for John J. (Johnny) Gillin Jr. Memorial Fund. Affair would be held during June board meeting in connection with formal installation of Harold E. Fellows, WEEI Boston, as NARTB president and Judge Justin Miller as board chairman.

NETWORK affiliates reportedly up in arms

*(Continued on page 94)*

## Upcoming

**April 30: McFarland Bill (S 658) hearings resume, New House Office Bldg., Washington.**

**April 30-May 4: Society of Motion Picture and Television Engineers 69th Semiannual Convention, Hotel Statler, New York.**

**May 2-3: Ohio Assn. of Broadcasters Annual Management Meeting, Deshler-Wallick, Columbus.**

**May 3-4: Virginia Assn. of Broadcasters Annual Meeting, The Homestead, Hot Springs, Va.**

**May 3-6: Ohio State Institute for Education by Radio-Television, Deshler-Wallick Hotel, Columbus.**

**(Complete list of Upcomings on page 38)**

## Bulletins

CANNON MILLS, through N. W. Ayer & Son, after accepting bids from all networks, signed with NBC for radio participation on five shows under Tandem Plan. Shows are *Break the Bank*, on May 1, 3, 8, 15; *The Big Show* April 29, May 26; *Sixty-Four Dollar Question*, May 13 and 20; *Screen Directors' Playhouse*, May 3, 10 17, 24 and *The Man Called "X"*, May 11, 18, 25.

GILLETTE SAFETY RAZOR Co. buying *Sports Reel* this summer on NBC-TV.

### RADIO SET OUTPUT HIGH AS TV DROPS AGAIN

PRODUCTION of radio receivers stayed at high level during third week of April, 349,767 sets coming off production lines, according to Radio-Television Mfrs. Assn. (see early story page 29). Week's total consisted of 158,504 home, 43,676 portable and 147,587 auto receivers.

TV output sagged to lowest point since New Year's holiday week, amounting to 122,489 sets compared to 1951 peak of 190,291 sets in early March.

Factory sales of radio receiving tubes in March reached new all-time high of 44,413,146.

Factory shipments of TV receivers to dealers totaled 1,219,725 in first two months of 1951, according to county-by-county report issued Friday (see January shipments page 76).

### SAUER PURCHASING

SAUER PRODUCTS (mayonnaise), Richmond, Va., understood to be buying two half-hour WMGM New York radio program packages for placement on 75 southern stations starting early in May.

### CHURCHILL CIRCUIT

ALTHOUGH Winston Churchill can't be present in person to address U. of Pennsylvania assembly May 8 in Philadelphia, as had been planned, he still may make that speech by transoceanic remote control, thanks to the generosity of MBS. When the leader of the loyal opposition cancelled his trip, because of internal conditions, MBS offered to President Harold Stassen of university four transoceanic circuits it had tied up between 9 and 10 p.m. May 8 to enable Mr. Churchill to address the assembly by radio. The facilities cost $12 per minute.

## Business Briefly

RADIO, TV SPOTS ● Quality Importe Inc., New York (Welch's wine), starting s radio and TV campaign on varied dates fr May 1 to June 1 in major cities in nine stat Agency, Al Paul Lefton, New York.

VITAMIN EXTENSION ● Rybutal Vi mins, Newark, to expand TV schedule now WBKB (TV) Chicago (Cubs baseball) a KTSL (TV) Los Angeles (Stars). Agen Harry B. Cohen Inc., Chicago.

ADMIRAL RENEWS ● Admiral Corp., C cago renews sponsorship of Thurs., 8-8:30 p segment of *Stop the Music* on ABC-TV, eff tive May 3, for 52 weeks. Agency, Erw Wasey & Co., Chicago.

WINE TELECAST ● Wine Corp. of Am ica, Chicago (Mogen David wine), has bou half-hour period on CBS-TV starting n fall. Non-variety show being selected, to st Sept. 7 or 14, Fri., 9:30-10 p.m. (CT). Agen Weiss & Geller, Chicago.

RALEIGH DRIVE ● Brown & William Tobacco Co., Louisville (Raleigh cigarette starts national TV spot campaign in Ju Firm plans to use minimum of 25 markets schedule which will continue indefinite Agency, Russel M. Seeds, Chicago.

ELGIN SPECIAL ● Elgin American Di sion, Illinois Watch Case Co., Elgin, Ill., w use heavy one-week concentration of p Mother's Day TV spots in Chicago, New Yo and Los Angeles for its entire line of co pacts, jewelry and cigarette cases, startin Friday. Agency, Russel M. Seeds, Chicago.

### GENERAL MILLS, LBS PLANS

GENERAL MILLS ready to buy three mo shows on Liberty, and looking seriously *Liberty Jamboree*, morning hour-long featu originating in Dallas; *Breakfast With Dan* (O'Neill) *and Jim* (Ameche) originating Oak Park, Chicago suburb, from WOP Liberty affiliate, and new Mickey Roon *Around the Sports World* from Hollywoo quarter-hour on Saturday nights. Firm al looking at news commentary by Joseph Harsch and William L. Shirer and *Libert Minstrels*, morning strip.

### WCBM NAMES TAYLOR

APPOINTMENT of the O. L. Taylor Co. a exclusive national representative was a nounced Friday by John Elmer, president an commercial manager of WCBM Baltimor Station, founded in 1924, operates on 680 k with 10 kw day and 5 kw night, and affiliated with MBS.

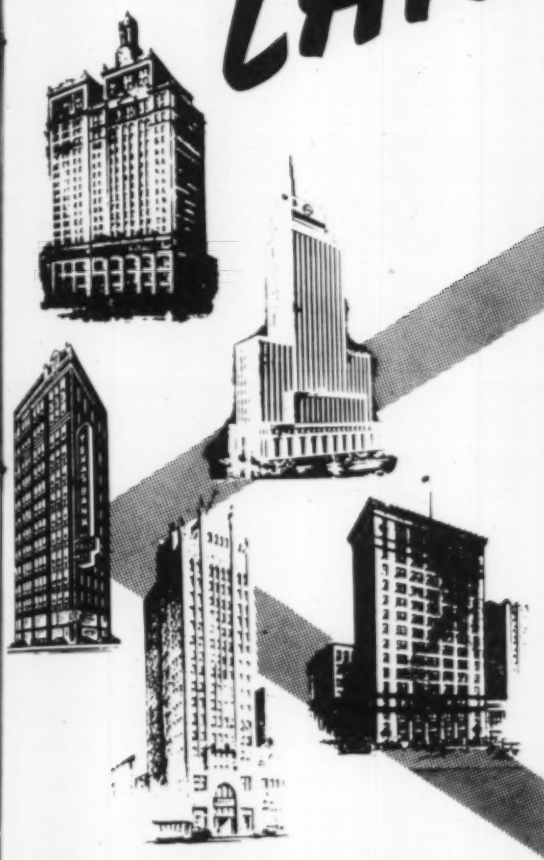
### FREEDLEY JOINS NBC

VINTON FREEDLEY Jr., account executi of BBDO, New York, to NBC as account e ecutive in sales department on following a counts: United States Steel, DuPont, DeSot Lucky Strike and Pall Mall Cigarettes, Tran World Airlines and Hormel. Appointment effective May 1.

### IRONTON, OHIO, GRANT

INITIAL decision by FCC to grant AM st tion at Ironton, Ohio, on 1230 kc, 250 w u limited to Glacus G. Merrill.

# 5 of Dallas' LARGEST BANKS



## Buy.... KRLD-TV Regularly

The FIRST NATIONAL BANK
of DALLAS

The REPUBLIC NATIONAL BANK
of DALLAS

The DALLAS NATIONAL BANK
of DALLAS

The MERCANTILE NATIONAL BANK
of DALLAS

The TEXAS BANK AND TRUST CO.
of DALLAS

**BANKERS KNOW INVESTMENT VALUES... Best**

MORE THAN 110,000 TV RECEIVING SETS IN KRLD-TV PRIMARY COVERAGE AREA.

**KRLD**

50,000 WATTS

COVERING THE GREAT SOUTHWEST MARKET EMPIRE

THE TIMES HERALD STATION

EXCLUSIVE CBS OUTLETS FOR DALLAS-FORT WORTH

JOHN W. RUNYON, President
CLYDE W. REMBERT, General Manager
THE BRANHAM COMPANY, Exclusive Representative

this is why

**KRLD-TV**

is your best buy

CHANNEL 4 DALLAS

*The* **CBS** *Stations for* **DALLAS** *and* **FORT WORTH**

# For the first time in radio advertising history

## 5 STATIONS IN 1 MARKET OFFER THEIR COMBINED AUDIENCE

*(the second largest in the area)*

## as a unit buy at lowest cost per listener

***This is the effective new way to buy Daytime Radio Coverage.***

## WASHINGTON, D. C. METROPOLITAN NETWORK

| | | | |
|---|---|---|---|
| **WARL** | *AM & FM, Arlington, Va. 780 KC, 1000 W.* | **WBCC** | *AM & FM, Bethesda, Md. 1120 KC, 250 W.* |
| **WFAX** | *Falls Church, Va. 1220 KC, 250 W.* | **WGAY** | *Silver Spring, Md. 1050 KC, 1000 W.* |
| | | **WPIK** | *Alexandria, Va. 730 KC, 1000 W.* |

*For details, write or phone Jack Koste, Indie Sales, Inc., national reps., 60 E. 42nd St., NYC—MUrray Hill 2-4813; or J. Douglas Freeman, commercial manager, Munsey Bldg., 1329 E St. N.W., Washington, D. C.—STerling 1772.*



# BROADCASTING TELECASTING

**THE NEWSWEEKLY OF RADIO AND TELEVISION**

*Published Weekly by Broadcasting Publications, Inc.*

**Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg.**

**Washington 4, D. C.** **Telephone ME 1022**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**CHICAGO BUREAU** 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

**HOLLYWOOD BUREAU** Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

**TORONTO:** 417 Harbour Commission, EMpire 4-0775; James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

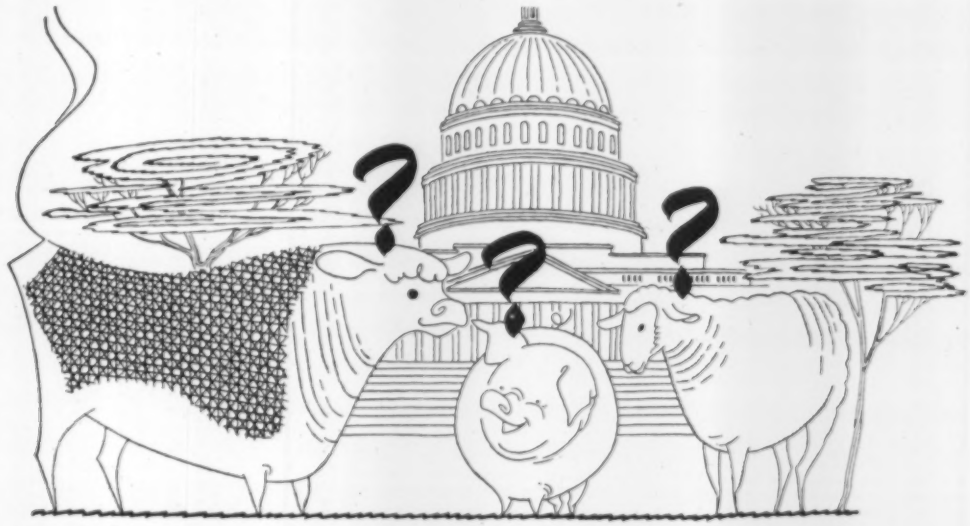
* Reg. U. S. Patent Office



*Copyright 1951 by Broadcasting Publications, Inc.*



**Subscription Price: $7.00 Per Year, 25c Per Copy**



# Common sense...
# and the Price of Meat

In addition to general inflation all along the line, one reason why meat prices have advanced, like others, is that supplies have not increased as fast or as much as the amount of money millions of wage earners now have to spend. They all want more meat . . . much more.

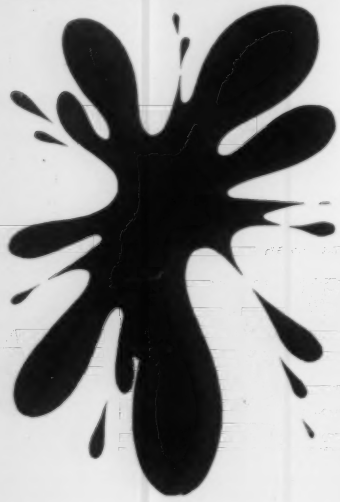
The common-sense remedy for prices is stabilized consumer income and an expanded production of meat, which already is on the way. People should have all the meat they want at prices as low as production costs permit. But to get more meat, livestock production must be *encouraged*. This is not an overnight job. Nature requires time to grow meat animals to marketable size.

Then, too, farmers and ranchers say livestock production will be *discouraged* by continuance of man-made regulations designed to set aside the law of supply and demand. Nobody ever has been able successfully to repeal that law in a free country.

Government price and rationing controls, no matter how well meant or how efficiently administered, are no guarantee for the future in the fight against inflation. In fact, Washington stabilization officials have said controls must be *temporary;* that we should be rid of them as *quickly as possible.* Every control leads to more. OPA experience proves that the result is the chaos of black markets run by chiselers and hoodlums. That means less and less meat in legitimate channels of trade at a time when we may need it most for our armed forces and civilians as well.

AMERICAN MEAT INSTITUTE

*Headquarters, Chicago • Members throughout the U. S.*



# WOOPS!!

**Just to catch your eye,** Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

**WRC listening is up**—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

**The latest** American Research Bureau report tells the story. We'll stand on that!

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC


## feature of the week

*Format for* Your Social Reporter *is worked out by (l to r): Announcers Ruthe Mensing and Bob Southard, Mr. Mackin and Mr. Baker.*

* * *

By RICHARD M. BAKER
PUBLIC RELATIONS, ANSUL CHEMICAL CO., MARINETTE, WIS.

FOR YEARS, Joseph D. Mackin, general manager of WMAM, local NBC affiliate in Marinette, Wis., has been trying to sign up our company as a regular local sponsor. We had always turned him down because we couldn't see how a local radio program would help us. We were not trying to sell products to the local community, and we didn't see what good a radio program would do.

Six months ago, Mr. Mackin brought us a novel idea. How about an institutional program, he asked, that would perform a public service and also build good will? Specifically, it would be a "social calendar" show—five minutes every day during the noon hour, the prime listening time in a small town rural community. The subject matter would consist entirely of meeting announcements. Mr. Mackin pointed out it should be daily, for continuity's sake; it should be short and breezy, or else the subject matter would go flat; and it should have tight writing and friendly,

*(Continued on page 83)*

## strictly business

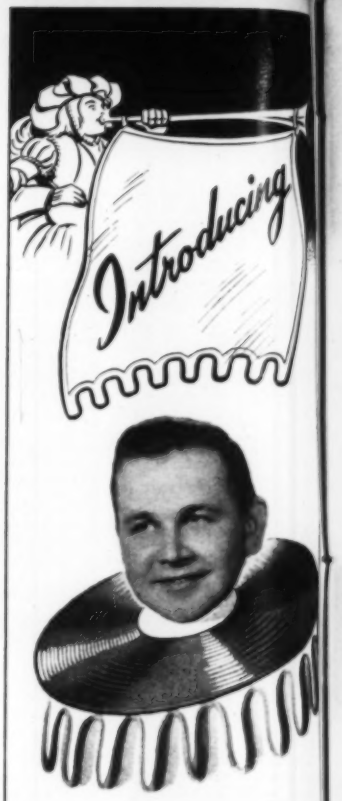
Mr. LINDLEY

IDLY EXPLORING the possibilities of radio for a coffee account, Harold Lindley, Southern California manager, Headley-Reed Co. (radio & TV representative), then account executive with Buchanan-Thomas Adv. Co., Omaha, found himself piloting an outstanding radio success that spilled the coffee—then distributed in three states—over into seven mid-western states within four years.

Now in radio (and television) with both feet, the affable, soft-spoken account executive-turned-representative reports that within that time the already healthy advertising budget of Butter Nut Coffee had almost tripled. The radio appropriation alone was more than the previous total budget.

From a six weekly schedule of programs and spot announcements on six stations in Nebraska, Iowa and South Dakota, the schedule had increased to 28 stations in Kansas, North Dakota, Montana, Minnesota, Wisconsin, parts of Missouri and Illinois, with accompanying distribution there. Since those exploratory days, the firm still main-

*(Continued on page 80)*


Sir Robt. Bacon

**Wyoming Valley's**
**"GRAND KNIGHT OF THE TURNTABLE"**

Hit tunes — Top bands — New stars are all brought to Pennsylvania's 4th largest marketing area 1st by our own Bob Bacon.

**More people listen to Bob's "Bacon for Breakfast" show on WBRE than any other disc show in town.**

There's no "Ham" in this Bacon. He makes sweet music for listeners and **Money for Advertisers.**

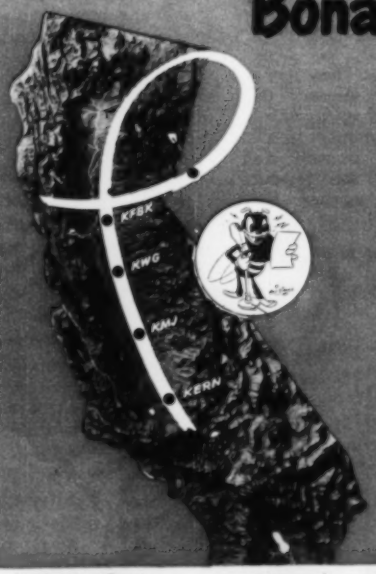
*Write or call us for availabilities on Wyoming Valley's top disc show . . . "Bacon for Breakfast."*

PHONE WILKES-BARRE 3-3101
WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM AFFILIATE

# It's impossible...

## ...as impossible as covering California's

## Bonanza Beeline with outside radio




Are you making a good impression in the Beeline? You should, because it's a 3-billion-dollar market—California's great central valleys plus nearby Reno—with more people than Los Angeles . . . higher retail sales than Philadelphia.*

But don't expect to do the job on outside stations—either Los Angeles or San Francisco stations. Because Beeliners are independent inlanders who prefer their *own* on-the-spot stations.

Make sure, then, that you're on the five BEELINE stations. As a combination, they blanket the entire market. And individually, each covers a major Beeline trading area. For instance . . .

**KWG STOCKTON**

Serves 69,000 radio families in its 2-county radius. Has a BMB home-city total weekly audience of 69% daytime, 67% at night. (And Stockton, according to Sales Management's recent survey, is the nation's #1 test city in its population class!)

**Sales Management's 1950 Copyrighted Survey*

# McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

| KFBK | KOH | KERN | KWG | KMJ |
|---|---|---|---|---|
| Sacramento (ABC) | Reno (NBC) | Bakersfield (CBS) | Stockton (ABC) | Fresno (NBC) |
| 50,000 watts 1530 kc. | 5000 watts, day; 1000 watts, night 630 kc. | 1000 watts 1410 kc. | 250 watts 1230 kc. | 5000 watts 580 kc. |

## "You give me a paean*," said the account executive

*(for an a.e. he had a big vocabulary)*

"This copy isn't first enough," the a.e. said "Make it claimier. You know—highest Hooperated CBS station in the nation—highest income in the you know what—all kinds of dough in the area—loyalest audience—you know . . ."

"The hell with that," said the copywriter.

For once a copywriter won an argument. The ad ran this way:

*To a Madison Avenue Time Buyer*
*With Other Things on His Mind*

975 miles west of you on U.S. 30 lies Iowa. Have you ever seen Iowa corn fields in late June? A New Englander, enjoying the experience for the first time, said they looked like "green corduroy." We, with a radio station to grind, prefer to think of them a short time later, when the green has turned into golden buying power. *Iowa's corn yield is the highest of all states.*

Have you ever heard the cry "sue-ee-e" bring ham-on-the-hoof to feeding troughs? In Iowa hog-calling is a fine art, and its practitioners hang their masterpieces in ever-growing bank accounts. *Iowa produces more pork than any other state.*

Another sound that breaks the good clean air of Iowa is "here chick, chick, here chick." It means spending money to most Iowa housewives. Poultry sums aren't chicken feed, either. *Iowa is the highest egg-producing state in the Union; the value of its poultry exceeds that of any other state.*

But you haven't time for more rural symphonies. Besides, agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4 billion annual income of individuals. It's a market worth reaching—and in Eastern Iowa WMT *reaches.*

*Please ask the Katz man for additional data.*

**WMT**
**CEDAR RAPIDS**

5000 WATTS
600 KC
DAY AND NIGHT

**BASIC COLUMBIA NETWORK**

* *"What A.E.'s give me is spelled differently," says the copywriter.*

# agency

**ROBERT GILLHAM,** vice president in charge of television and commercial film, J. Walter Thompson, N. Y., to Cunningham & Walsh Inc., N. Y., in executive capacity on agency's Liggett & Myers tobacco account and on general business activities.

Mr. Gillham

**WILLIAM K. ZIEGFELD** vice president of Foote, Cone & Belding, Chicago, to Leo Burnett Co., same city, as vice president and member of plans board. He was vice president and copy director of Young & Rubicam, Chicago.

**H. ROSS POTTER,** Dancer-Fitzgerald-Sample, N. Y., to William Esty Co., N. Y., as account executive.

**WILLIAM A. CHALMER,** Kenyon & Eckhardt, N. Y., vice president in charge of radio and TV, to Grey Adv. Agency, N. Y., in similar capacity [CLOSED CIRCUIT, April 23].

**STUART H. RAE,** vice president Le Vally Inc., Chicago, to Price, Robinson & Frank, Chicago, as creative director.

# on all accounts

**ED SHAPIRO's** outstanding knowledge of merchandising and his ideas for starting new programs are in part responsible for his success in the advertising field.

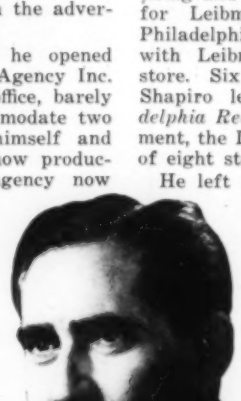
In September 1946 he opened the Ed Shapiro Adv. Agency Inc. in Philadelphia. His office, barely large enough to accommodate two people, consisted of himself and Lee Cohann, who is now production manager. The agency now has expanded to a staff of 14, with a beautiful suite of offices in the Weightman Bldg.

Mr. Shapiro was born in Baltimore 42 years ago. He graduated from Baltimore City College and studied advertising and journalism at Maryland Institute.

The first real opportunity he had to prove his ability came as assistant advertising director for Reliable Storage Corp., one of the largest furniture chains in the country. He promoted a number of new ideas for increasing sales. He claims to be the first to start newspaper contests for furniture stores in Philadelphia and originated the idea of sending a piece of silverware through the mail — inviting prospective customers to keep the silver, or buy the entire set.

Mr. Shapiro then became advertising and merchandising manager for Leibman Furniture Co. in Philadelphia. When he started with Leibman the firm had one store. Six years later when Mr. Shapiro left to join the *Philadelphia Record* advertising department, the Liebman Co. had a chain of eight stores.

He left the *Record* to open his own agency. The first year that he was in business he started The Big Ten. This is a group composed of 10 of the largest television and household appliance dealers serving the Philadelphia area. They are all located in different parts of the city. Mr. Shapiro directs the entire advertising program which is on a cooperative basis under the title of The Big Ten. The success of this group is due in no small part to Mr. Shapiro's interest in helping them work out their merchandising problems. They all meet with him once a week to discuss new methods of increasing sales, service problems etc., as well as advertising. On the 24th of Ma



Mr. SHAPIRO

*(Continued on page 56)*

# beat

Mr. Staples

**JAMES W. STAPLES,** account executive W. Earl Bothwell Inc., Hollywood, named manager Hollywood office Beaumont & Hohman Inc. He replaces **CAMPBELL BEAUMONT,** transferred to Seattle office in same capacity.

**FRANK BARTON, FRANK HERMES** and **WILLIAM RECH** named to board of directors Federal Adv., N. Y. Mr. Barton was with N. W. Ayer and CBS, before joining Federal Adv. in September 1946. He was elected director of radio in September 1949. Mr. Hermes joined Federal in October 1946 and was formerly with sales staff of *Newsweek.* He was elected vice president in charge of media in December 1948. Mr. Rech joined Federal from Vitamin Div., Vick Chemical Co., as Copy Supervisor in 1943. He was elected vice president in charge of copy in January 1951.

**GEORGE ALLISON,** media department Young & Rubicam Inc., Hollywood, appointed director of all media for firm's Hollywood office. **JULIE HERRELL,** general staff, named Hollywood timebuyer succeeding **HAZEL FURUSATHER** who transferred to New York traffic department. **ROBERT WELTY,** general media staff, named media statistician. **ROBERT B. OWENS Jr.,** account executive, transferred from New York to agency's Hollywood staff.

**EDNA HOEY,** media director Carter Products Inc., N. Y., to media department Benton & Bowles, N. Y.

**Mrs. LAURA K. OMAN,** secretary-treasurer J. R. Pershall Co., Chicago, elected president of Women's Advertising Club of Chicago. Other new officers for 1951-52 are **JEAN SIMPSON,** Leo Burnett, first vice president; **JANE FINEGAN,** J. R. Pershall Co., treasurer; **MARILOU JONES,** Dallas Jones Productions, program chairman; **BETTY MORSE,** Price, Robinson & Frank, publicity chairman, and **ANNE GASPARD,** J. Walter Thompson, vocational chairman.

**KENT GOODMAN,** account executive KGIL San Fernando, Calif., has established Kent Goodman Adv. at 1350 N. Highland Ave., Hollywood. Telephone is Hollywood 9-7992. **MEL CURTIS,** freelance writer, is account executive. Among accounts are Modern Sales Product Co., L. A. (Aquashield—shower deflector), using filmed spots on three local TV stations; Television Craftsman Corp., L. A. (TV custom built receiver sets, parts warranty), sponsoring live TV spots on three local TV stations and participations in programs on two radio stations.

**C. D. GRAHAM** having resigned partnership to form his own agency, firm of Dozier-Graham-Eastman Adv., L. A., now operating as Dozier, Eastman & Co.

**JULIEN FIELD,** William Esty & Co., N. Y., to Grey Adv., N. Y., as vice president and creative director.

**FRED L. RYNER,** Dancer-Fitzgerald-Sample, N. Y., named manager of research department.

**FLORENCE SMITH,** H. B. Humphrey Co., N. Y., to Hewitt, Ogilvy, Benson & Mather Inc., N. Y., as radio and TV timebuyer.

**W. RICHARD GUERSEY,** manager Baltimore office McManus, John & Adams, to VanSant, Dugdale & Co. Inc., Baltimore, as account executive.

**TOM MAGSINO,** LeVally Agency, Chicago, to copy staff at McCann-Erickson, Chicago.

**EARLE LUDGIN,** president of Chicago agency bearing his name, will discuss "Trends in Distribution" at second distribution and advertising forum sponsored by Chicago *Tribune* May 7-9 at WGN Chicago studios. Other speakers will include **HENRY G. LITTLE,** executive vice president Campbell-Ewald; **A. E. AVEYARD,** executive vice president MacFarland-Aveyard; **MARION HARPER Jr.,** president McCann-Erickson; **RICHARD A. GRAVER,** vice president Admiral Corp., and **A. L. SCAIFE,** merchandising manager, traffic appliances General Electric Co.

**CHARLES O. PUFFER,** BBDO, Chicago, to Casler, Hempstead & Hanford, Chicago, as vice president in charge of creative department.

Change of address: **MARFREE Adv. Corp.,** N. Y., moves to new offices at 33 W. 46th St. Marfree Chicago offices to move to Palmolive Bldg. after May 1. **LARRY PENDLETON & Assoc.,** L. A., moves to 7046 Hollywood Blvd., Hollywood. Telephone HUdson 2-3205.


# *Participating shows that produce sales . . .*

JIM GIBBONS'

## Town Clock

**Monday thru Saturday**

## 6 to 9 A.M.

Jim Gibbons is consistently voted Washington's most popular local personality!*

Over the years hundreds of sponsors have reaped the harvest of PROFITS from the program that spends close to 75 hours every month SELLING Washingtonians! The selling punch of The Town Clock is the direct result of the wide popularity of Jim Gibbons—the top name in Washington radio and the top name in Washington SALES.

Jim Gibbons knows how to sell! If you'd like to see some spontaneous testimonials from his sponsors, call ABC Spot Sales.

**Teleguide Magazine Poll winner for past three years!*

— and —

## Rudy Vallee

**Monday thru Friday**
**1:15 to 2 P.M.**

One of radio's all-time favorites, Vallee was never better than in this delightful new series of programs with music, reminiscences and famous guests. His time is your time—for sales results!

## Gloria Swanson

**Monday thru Friday**
**5 to 5:30 P.M.**

The most talked about woman in show business today brings WMAL listeners a program about fabulous places and people—yet a program of simple charm and allure. It's another WMAL sales winner!

## Call or Wire ABC Spot Sales

WMAL **WMAL-TV** WMAL-FM

*THE EVENING STAR STATIONS*

**WASHINGTON, D. C.**

SPONSORS GET "PROMOTION *PLUS*"* ON **WDSU**

**PROMOTION ANNOUNCEMENTS**

* **Announcements Scheduled On A Regular Basis To Promote Your Program**

● During every broadcast day, WDSU schedules promotion announcements to increase the audience of its sponsored programs. Many spots fall within the hours when WDSU's listening audience is greatest. Another powerful Promotion "Plus" for our sponsors!

NO OTHER NEW ORLEANS STATION OFFERS SO MUCH PROMOTION "PLUS" TO SPONSORS!

• Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM
**WDSU**
NEW ORLEANS


# new business

## *Agency Appointments & Spot . . .*

**JENE SALES Corp.**, Chicago and New York, for its shampoo permanent wave, buying spots in 41 TV cities as part of mid-May launching of $1 million campaign. Radio will be used to supplement video markets, and schedules are expected to be expanded next fall. Agency: Sherwin Robert Rodgers & Assoc., Chicago. **Clark Davis** is account executive.

**VAN CAMP SEA FOOD Inc.**, Terminal Island, Calif. (White Star Chicken of the Sea tuna fish), using one-minute filmed commercials in 30 metropolitan areas. Agency: Brisacher, Wheeler & Staff, S. F.

**JOHN T. STANLEY Co.**, N. Y. (Stanley's Castile lather shave and brushless shave cream), names Posner-Zabin Adv., same city, to direct extensive TV spot advertising, with radio to be used in areas where there is no TV coverage. Twenty-second animated film cartoon used during all seasonal major sports events on year-round basis. Campaign starts May 13. Present 15 markets to be expanded to 85.

**LANGENDORF UNITED BAKERIES**, S. F. (bread), sponsoring half-hour film, *Range Rider*, weekly on three more West Coast stations, and April 26 started film on KNBH(TV) Hollywood. Contract for 52 weeks. Other stations telecasting program are KING-TV Seattle; KFMB-TV San Diego; KPIX (TV) San Francisco. Agency: Biow Co. Inc., S. F.

**SEALY MATTRESS Co.**, N. Y., appoints Getschal & Richards Inc., N. Y., to handle advertising. Radio and TV will be used.

**WHITE ROCK BOTTLING Co.**, S. F., appoints Russell, Harris & Wood, S. F. Radio and television will be used. **Walter Selover** is account executive.

**BARDAHL OIL Co.**, St. Louis, has purchased 15-minute segment of *Cordic & Co.* on WWSW Pittsburgh. Company also using spot campaign over WDTV(TV) Pittsburgh. Agency: Harold Kirsch Co., St. Louis.

**HARRIS, UPHAM & Co.**, N. Y., through Lewin, Williams & Saylor Inc., N. Y., will launch TV campaign with one-minute film on KRLD-TV Dallas May 6. Other markets will be used in near future.

**THE SHELL Co. Ltd.** (gasoline, lubricants and household products), Puerto Rico, appoints Publicidad Badillo Inc., San Juan, to handle advertising in Puerto Rico.

**FRANK FEHR BREWING Co.**, Louisville, names McCann-Erickson, Chicago, to handle advertising. Radio and television have been used. **Walter C. Krause**, vice president, is account executive.

**SIXTH ARMY RECRUITING**, through West-Marquis Inc., S. F., launches intensive campaign early in May for enlistments in U. S. Army and U. S. Air Force. The *Dink Templeton* show on 45 Don Lee stations and approximately 150 other stations will be used.

## *Network . . .*

**R. J. REYNOLDS TOBACCO Co.**, Winston-Salem, N. C. (Camel cigarettes), signs new three-year non-exclusive contract with **BOB HAWK**, star of Mon. night *Bob Hawk Show* on CBS. Mr. Hawk had previous 10-year exclusive contract with Camels.

**NATIONAL SAFETY COUNCIL's** *Green Cross Song Festival* on NBC has been extended four more weeks, through June 16. Thirteen-week series has been broadcast Sun., 2-2:15 p.m. CST, originating in high schools throughout country.

## *Adpeople . . .*

**ROBERT A. GILRUTH**, account executive and copywriter LeVally Inc., Chicago, to Deepfreeze Appliance Div., Motor Products Corp., Chicago, as advertising and sales promotion manager.

Mr. Gilruth

**EDMUND F. FITZMAURICE** appointed manager, and **FRED R. JONES, JOSEPH G. NAGRO** and **H. DOUGLAS FLOWERS** named associates, of newly-created Development Planning Dept., General Foods Sales Div., **PAUL E. McGOWAN**, general manager, announced last week. New department will perform research, analysis and planning for sales management and operation.

In Northern California

**MORE PEOPLE LISTEN — more often — to KNBC**

than to any other radio station

It's a fact! In all the rich, fast growing markets of Northern California, MORE PEOPLE LISTEN — more often — to KNBC. Week after week, KNBC reaches 50% or more of the radio families in every county but one in Northern California.

And now, a lot more people — a lot more potential customers — live in Northern California. The San Francisco-Oakland Metropolitan Market, for example, is now the *seventh largest* market and the *fastest-growing* major market in America. In this big market, the biggest and most loyal audience belongs to KNBC!

In addition, KNBC's 50,000 watt *Non-Directional* transmitter makes KNBC the *only station* that can deliver important PLUS-MARKETS like Sacramento, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, the San Joaquin Valley, San Jose-Santa Clara, Eureka-Humboldt County—*all in one big economical package!*

**PLUS-Market Case History**
**Napa-Santa Rosa**

- *Population — 149,147, an increase of 52.9% from 1940-1950*
- *Effective Buying Income — $186,552,000, up 108.9%*
- *Retail Sales — $170,519,000, up 191.6%*
- *KNBC Audience — Week after week, over 4/5 of the radio families listen regularly to KNBC*

What's more KNBC gives you more for less. KNBC not only gives you the *biggest* audience in Northern California. At the same time, KNBC actually *costs you less* per person reached. KNBC sales reps will gladly show you how —

**KNBC delivers MORE PEOPLE (in one package!) — at LESS COST per thousand — than any other advertising medium in Northern California.**

# KNBC

Northern California's NO. 1 Advertising Medium

50,000 Watts — 680 K.C. San Francisco Represented by NBC Spot Sales

# open mike

## Two Misses . . .

EDITOR:

. . . Your recent news releases concerning sponsorship of the Boston Red Sox broadcasts and telecasts in 1951 have been rather misleading. Actually, the Narragansett Brewing Co., major league radio sponsor since 1947, will be sole sponsor of broadcasts of the Boston Red Sox home and away games in the states of Maine, New Hampshire and Vermont over a network of 15 stations, while Atlantic Refining Co. will only share the broadcasts as co-sponsor in Rhode Island, Massachusetts and Connecticut over a hook-up of 13 stations. In addition, Narragansett holds the rights for three-quarters of the Red Sox home game telecasts to be carried by WBZ-TV and WNAC-TV Boston on an alternating basis, and WJAR-TV Providence will carry 59 Red Sox telecasts for Narragansett and 19 for Atlantic. . . .

*John W. Haley*
*Advertising Manager*
*Narragansett Brewing Co.*
*Providence, R. I.*

* * *

EDITOR:

I would like to call your attention to page 186, BROADCASTING • TELECASTING, April 16, concerning television spot advertisers.

Harold J. Siesel Advertising Agency is *not* the agency handling the Florida Fashions account . . . on TV.

The Danowitz Advertising Agency handled all production (live and film) and placed the spots. . .

*Dan Rubin*
*Director of Television*
*Jack Danowitz Adv. Inc.*
*New York*

**[EDITOR'S NOTE: Spot figures to which Mr. Rubin refers were supplied to BROADCASTING • TELECASTING by Rorabaugh Reports. This publication regrets compounding the error.]**

* * *

## . . . And Two Hits

EDITOR:

Bless you for your editorial (April 16 issue, Page 139), entitled, "The Congress and TV." Your statement that "television would only report the offense—it would not commit it," is priceless.

I think you have rendered the industry, and perhaps the nation, a real service.

*C. Robert Thompson*
*General Manager*
*WBEN-AM-FM-TV Buffalo*

* * *

EDITOR:

I am sure you will be happy to know that BROADCASTING • TELECASTING is still tops with us. There are so many items we could comment favorably upon, but time and space do not permit at this time.

In the April 9 edition the article "Radio Still Dwarfs TV" has been of inestimable value to us. . . .

*H. E. Fast*
*Manager*
*WKRC Cincinnati*

* * *

## More On NARBA

EDITOR:

In the closing moments of the NARTB Convention last week, all resolutions submitted by the Resolutions Committee were passed except for one [see story, BROADCASTING • TELECASTING, April 23].

This resolution failed of passage for lack of a quorum (a point that was not raised with respect to the other resolutions). This occurred after a violent and wholly unprovoked attack upon the resolution by Mr. Sholis of WHAS Louisville, who spoke as a representative of the Clear Channel Group of stations. Since there was pending a motion to table when roll call revealed the lack of a quorum, the Resolutions Committee had no opportunity to offer any discussion, neither did anyone else except Mr. Sholis.

I would appreciate the use of your column to say some of the things I had no opportunity to voice at the meeting:

**THE PROPOSED RESOLUTION TAKES COGNIZANCE OF THE FACT THAT NARBA IS BEFORE THE SENATE FOR RATIFICATION SOON.**

**THE RESOLUTION MERELY URGES EACH INDIVIDUAL BROADCASTER TO MAKE KNOWN HIS VIEWS TO HIS SENATORIAL REPRESENTATIVE.**

**THE RESOLUTION DID NOT CONTAIN ANY RECOMMENDATIONS EITHER FOR OR AGAINST NARBA RATIFICATION.**

The resolution was purposefully phrased in language that kept it non-controversial in an effort to placate the clear channel members. (They were shown a copy before the meeting, which probably accounts for the well prepared parliamentary maneuver!)

Mr. Sholis termed the resolution as "loaded" and renewed the usual threat that WHAS would walk out of the association if the resolution were passed. (The threat of a clear channel walkout seems to be the bargaining tool upon which this group relies to keep the association from taking any stand on NARBA.)

I personally feel that if the full membership were polled, not only would our innocuous little resolution be passed, but it would be a simple matter to get passage of a


FIRST in Georgia's third market...

Georgia's 3rd market is a buying market. 1950 retail sales exceeded $110 million. 1951 will be greater because of the new $600 million AEC Hydrogen Bomb Facilities Plant, the Clark's Hill Dam and Camp Gordon operating at full capacity.

FIRST (power) 5000 W

WRDW's powerful 5kw signal dominates the Augusta market, day and night. We have figures to prove it. Or ask Headley-Reed for complete information.

FIRST in selling power...

FIRST in the market (oldest station)

FIRST Hooper-Wise

According to the latest Hooper Survey (Dec. '50-Jan. '51), WRDW is First in the morning with 34.9%; First in the afternoon with 36.5%; First at night with 37.3%. WRDW has a 35.5% in total rated periods.

WRDW

CBS for Augusta, Ga.

resolution URGING SENATE RATIFICATION OF NARBA! A great majority of the broadcasters of America favor a TREATY as against NO TREATY. NARBA is far from perfect, but it's better than reverting to the law of the jungle for radio allocations in the North American continent.

Think NARTB's insistence upon even avoiding discussion of the NARBA issue is becoming somewhat academic. Particularly since numerous state associations have gone on record as favoring passage of the treaty. The emphasis given the subject by [FCC] Chairman Coy in his luncheon speech to the convention left no doubt of its importance. Whatever differences we may hold on other matters, it is quite evident the majority of broadcasters are wholly sympathetic with Mr. Coy's views on NARBA.

That the Clear Channel Group considers us incapable of making decisions for ourselves is evidenced by their seeming desire to keep us from even considering this important subject. I hope NARTB will not acquiesce in that view!

*Rex Howell*
*President KFXJ*
*Grand Junction, Col. and*
*Colorado Broadcasters Assn.*

* * *

## Twilight's Last Gleaming

EDITOR:

We wonder if we stand alone? We faded the final applause following the MacArthur speech before the joint [meeting of Congress] and played the "Star Spangled Banner." It seemed the only fitting thing to do.

We wonder if others did likewise, since words that could have been said would have meant so little in comparison.

*Lee Hollingsworth*
*President*
*WKBS Oyster Bay, N. Y.*

* * *

## How To Worm Tapes

EDITOR:

Amen to E.J.J. of Chicago for his comments regarding the loss of audition discs to advertising stations [OPEN MIKE, April 16]. But he has not gone far enough. What about tapes? With materials beginning to come in short supply, the matter of tapes and their disappearance is even more important. They can be used again; simply erase them and use them over. Nice way for a station "needing" an announcer to stock up on tapes if they don't feel like buying them. . . .

*C.C.A.*
*Keokuk, Iowa*

* * *

## Numbers Racket

EDITOR:

Numbers, numbers, numbers—who's got the number? Is that what radio is coming to?

First it's Lucky Social Security Numbers. Then somebody has to compete with that, so we have the "G. I. Bonus"—Lucky Army Serial Numbers. Then another company circularizes every station that it has the ORIGINAL Army Serial Number program, and the other fellow is an imposter. Now the mail brings the "Lucky Dollar Man," and, why didn't somebody think of this before, the Lucky Number can be found in the number on a DOLLAR BILL.

It seems to us that radio is 'way above this sort of thing. You don't have to entertain your listeners any more—just offer more dollars per day for the lucky numbers. Really, now, is this the way for radio to guard its priceless heritage of free enterprise broadcasting? . . .

Radio ought to put a stop to this whole thing of its own accord before it goes too far.

*Walter M. Windsor*
*General Manager*
*WGBA-AM-FM*
*Columbus, Ga.*

* * *

## Bonus Army Marches On

EDITOR:

Wouldn't it be amazing if all the bonus affiliates in the country kicked up the fuss that the rate stations are making over the recent rate slash?

Since we have no rate worries with the nets we just go about the business of SELLING radio and most of us are doing pretty good.

*T. Doug Youngblood*
*General Manager*
*WFIF Sumter, S. C.*
*Chairman Bonus Affiliates*
*in South Carolina*

**[EDITOR'S NOTE: In case anyone doesn't know, bonus stations take network programs but receive no network revenue, make their money selling spots adjacent to the network shows. ABC has 49 bonus stations; CBS, 22; MBS, 160; NBC, none.]**

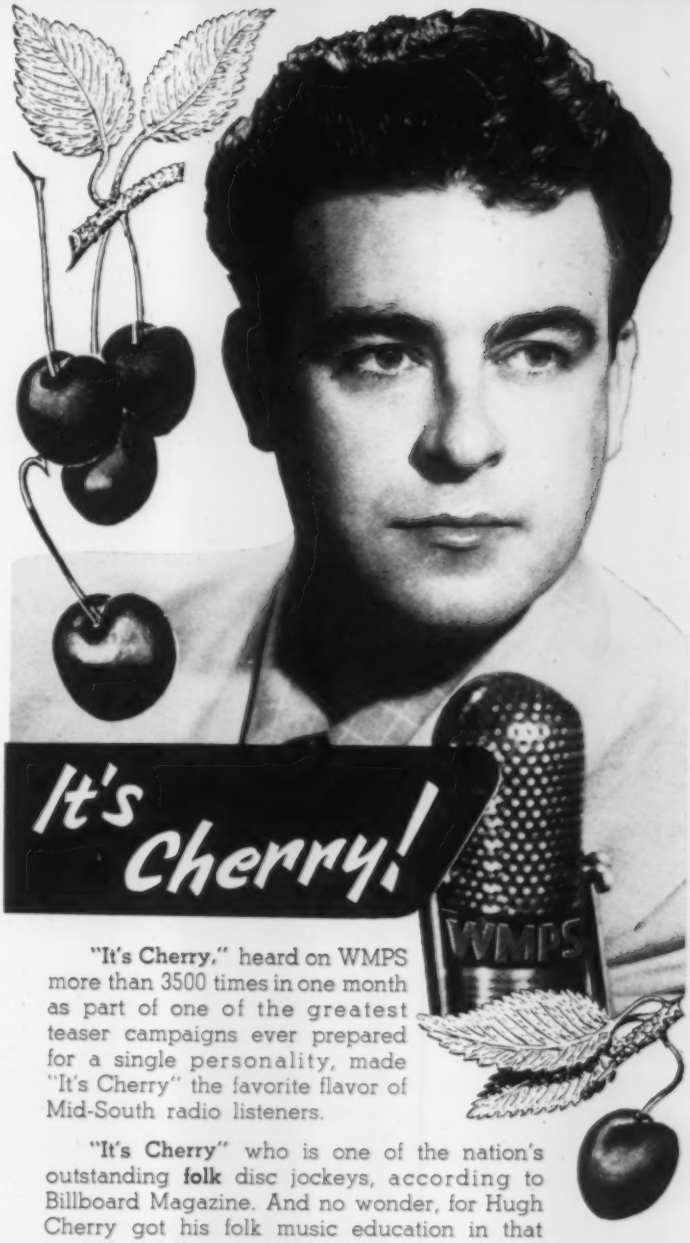
## BENTON GIFT

### UNC Gets Associated

SEN. WILLIAM BENTON (D-Conn.) has been warmly commended for his gift to the U. of North Carolina of a complete Associated Program Service library.

A letter, taking note of Sen. Benton's "generosity, which will, I think, mean a great deal to broadcasting in the state, as well as to the U. of North Carolina," has been re-printed in the *Congressional Record*. The letter was sent to Earle Gluck, president and general manager, WSOC Charlotte, N. C., by Gordon Gray, president of UNC and president of WSJS Winston-Salem, N. C. Mr. Gluck is head of the North Carolina Assn. of Broadcasters.

Mr. Gray, former Secretary of the Army and consultant to the President, said, "I know that broadcasters of the state will be aware of the great value of this gift and, along with the university, would want me to express their collective gratitude to Sen. Benton." The letter was inserted in the *Record* by Sen. Willis Smith (D-N. C.).


"It's Cherry," heard on WMPS more than 3500 times in one month as part of one of the greatest teaser campaigns ever prepared for a single personality, made "It's Cherry" the favorite flavor of Mid-South radio listeners.

"It's Cherry" who is one of the nation's outstanding **folk** disc jockeys, according to Billboard Magazine. And no wonder, for Hugh Cherry got his folk music education in that capital of folk music, Nashville.

"It's Cherry" who has a long-standing association with recording artists and features them as guests on his program. "It's Cherry at 2 With Music For You" appeals to all the family, young and old, with children's favorites, beloved hymns, as well as the most popular folk recordings of the day.

*"It's Cherry" for you, if you want to reach and influence Mid-South listeners.*

FOR PARTICIPATION DETAILS *Contact* RADIO REPRESENTATIVES, INC.

WMPS

68 ON YOUR RADIO
MEMPHIS, TENNESSEE

AMERICAN BROADCASTING COMPANY

## He Has the Magic Touch which Turns Listeners into Customers

And he has plenty of listeners. His vast and loyal national audience gets "the top of the news from Washington" and his co-op advertisers get results.

As Mr. Glenn R. Whittle, distributor of Atlantic Beer & Ale, wrote to WIRA, both of Fort Pierce, Florida:

> "This entire letter can be summed up to say that 'Fulton Lewis, Jr. can sell BEER.' Since we started sponsoring this fine program, (Dec. 1949) the response, saleswise, has been most gratifying. When people of this area think of Fulton Lewis they automatically think of Atlantic Beer. His topflight news comments command a large radio audience, and we know that the well-delivered commercials, coupled with the Lewis audience, are responsible for our sales gain.
>
> "We are proud of the Lewis sponsorship, and are entirely convinced that the program lends prestige to the product."

The Fulton Lewis, Jr. program, currently sponsored on 342 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department. **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

# In The Public Interest

### Schools Threatened

KOSE Osceola, Ark., reported that area schools in Mississippi County found themselves without sufficient funds to complete the current term. Calling in parents and public officials, KOSE conducted a round-table based on listeners' questions. It was necessary to allot an extra 30 minutes of air time, so great was the number of queries. Following the broadcast, school board officials began house-to-house solicitations and KOSE has been credited with a large measure of the success which the board members met.

* * *

### Red Tape Unwound

KFRO Longview, Tex., in cooperation with the local Chamber of Commerce, has aided merchants to see clearly through the labyrinth of new government price, commodity and merchandising regulations. A question-and-answer program gave most of the essential information to Longview merchants and brought KFRO much favorable comment.

* * *

### To Serve the Public

WFIL-AM-TV Philadelphia offered free air time to leading civic organizations as a means of providing complete information on the proposed city charter which was put to a vote April 17. WFIL declined offers of interested groups to buy time and donated use of its facilities to all participating organizations.

* * *

### Strange Sights, Strange Sounds

CJOR Vancouver, B. C., was host Easter weekend to 14 schoolchildren of tiny Whaletown, Cortez Island, B. C. Whaletown has only 162 inhabitants and only one of the children had ever seen a train before. The children, aged 9 to 15, were interviewed each evening while in Vancouver to reassure parents listening-in at home that they were enjoying themselves.

* * *

### Blood Appeal

FACILITIES of a 31-station New England radio network and Boston-Providence TV outlets have been placed at the disposal of certain organizations by the Narragansett Brewing Co., Cranston, R. I., for the public blood donor drive. The appeals will be carried almost daily throughout the 1951 baseball season in the New England area, and are designed to stress the great need for blood and plasma for soldiers overseas, VA hospitals, civilians and stockpile emergencies for civil defense. It is believed to be the most intensive far-reaching appeal yet undertaken in any region under such an arrangement, the brewery said. Listenership covers six New England states and borders New York State.

* * *

### Wandering Boy

RALPH WILLEY, disc jockey KWCR Cedar Rapids, asked listeners to help him locate a lost three-year-old boy. Less than two minutes after the announcement, a woman phoned to say that the child had been playing in her front yard.

* * *

### Police Turn To Radio

THE police department of Darien, Conn., gave credit to WSTC-AM-FM Stamford for averting what might have been serious trouble. When some 500 dynamite caps and six sticks of the explosive were stolen from a local construction job, city officials asked the station to broadcast a warning. Within a few minutes after the announcement a "tip-off" was received by police that led to recovery of the missing dynamite and the arrest of two teen-agers.

* * *

### Adopt Boy

FINANCIAL "adoption" by WOR New York, under the Foster Parents' Plan for War Children, of an 8-year-old Italian boy, Bruno Doria, has been announced. Since its organization 14 years ago, the plan has cared for more than 60,000 children of 14 nationalities, regardless of race or creed. "Foster parents" agree to pay $15 monthly for a year toward support of a particular child.

## How To Win Friends

NEW way to use radio and win friends has been demonstrated by John K. Colwell, candidate for city attorney of Santa Ana, Calif. He bought an hour on KVOE that city, then donated two minutes to each of 20 candidates for any office on the ballot, including his opponents. Besides word-of-mouth praise from voters and a laudatory local newspaper editorial for his generosity, Mr. Colwell was elected by a large margin.

*"The radio says it's going to rain"*

This is probably the commonest remark made in America. Millions of people say it every day. You yourself are always saying it without thinking. You heard it on the radio, so you act on it.

Actually the radio says no such thing. It simply reports what the Weather Man says.

We wish people would think more carefully about radio. But the fact is nobody really does. Any more than he thinks about which foot to put in front of the other, or how to blow his nose.

You can quote all the statistics you want about radio's amazing penetration and sales impact to prove what a great medium it is, how much better than any other medium. The statistics are true and available. But somehow they seem relatively pointless beside the essential fact that people believe what "the radio says."

This is the real secret of radio's power. This is why it is listened to more than any other voice in the land. This is why it is such an accepted* voice... such a useful** voice ...such a friendly and familiar voice.

Radio doesn't know whether it's going to rain.

Radio is only a voice. It can be anyone's voice. It could even be yours.

## Columbia Broadcasting System

*Most accepted: the voice of CBS, reaching 23% more people than that of any other network.

**Most used, too, by U.S. advertisers who invest 15% more on CBS than on any other network.

# BROADCASTING

## SUNDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | Drew Pearson (273) R* | Winston Charlie Wild (186) | Quaker Roy Rogers (514) | OT (196) |
| 6:15 | Sosman Bros. Mon. Headlines (268) R | " | " | " |
| 6:30 | Q.E.D. S | C.P.P.. Our Miss Brooks (152) R | Cudahy Packing Nick Carter (322) | *OT |
| 6:45 | " | " | " | " |
| 7:00 | Adam's Playroom S | Amer. Tob. Co. Jack Benny (191) R | Kellogg Wild Bill Hickok 7-7:25 | OT |
| 7:15 | " | " | " News | " |
| 7:30 | Ted Mack Family Hour S | Rexall Amos 'n' Andy (185) | Affairs of Peter Salem | RCA-187 Phil Harris-Alice Faye Show |
| 7:45 | " | " | " | " |
| 8:00 | Stop the Music S | Coca-Cola C. McCarthy Show (193) | Singing Marshal | Hedda Hopper Show S |
| 8:15 | P&G Stop the Music | " | " | " |
| 8:30 | Mars Inc. Stop the Music (171) | P&G Tide Red Skelton (152) | Enchanted Hour | U S Steel Theatre Guild (189) |
| 8:45 | Old Gold Stop the Music (196) | " | " | " |
| 9:00 | Warner-Hudnut Walter Winchell (291) | Electric Cos. Carliss Archer (167) | Opera Concert | " |
| 9:15 | Andrew Jergens Louella Parsons (283) | " | " | " |
| 9:30 | Sterling Drug Album of Familiar Music (212) | Philip Morris Horace Heidt (179) | Committee on Present Danger Series | Tales of the Texas Rangers S |
| 9:45 | " | " | War Review | " |
| 10:00 | Burton Dixie Corp., Paul Harvey (119) | Carnation Co. Contented Hour (180) | This Is Europe | 584 Question S |
| 10:15 | Gloria Parker Show S | " | " | " |
| 10:30 | Co-op George Sokolsky | Longines-Wittnauer Choraliers (149) | Concerto | Voices and Events |
| 10:45 | Harry Wismer S | " | " | " |
| 11:00 | | | | |
| 11:15 PM | | | | |

## MONDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | Not in Service Mon-Fri. 6-7 p.m. | Mbrs. Life Ins. Allan Jackson (22) | Repeat of Kid Strips | News Bob Warren S |
| 6:15 | " | You and the World S | " | Parade of Sports 6:15-6:29 S |
| 6:30 | " | No Network | " | Music 6:29-6:45 S |
| 6:45 | " | P&G Ivory Lowell Thomas (103) R | " | Sun Oil Co 3-Star Extra (34) |
| 7:00 | Co-op* Headline Edition | P&G Draft Beulah (123) R | Co-op Fulton Lewis Jr. (302) | Pure Oil Co Kaltenborn (31) |
| 7:15 | Co-op Elmer Davis | P&G Tide Show (146) R | Dinner Date S | Echoes from the Tropics |
| 7:30 | General Mills Lone Ranger (145) R | Campbell Soup Club 15 (155) R | Noxzema Gabriel Heatter (97) | Miles Labs News of World (154) |
| 7:45 | " | Am. Oil-Hamm. Ed. Murrow (101) | Co-op Mutual Newsreel | Miles Labs. One Man's Fam. (151) H R |
| 8:00 | Mars Inc. Inner Sanctum | Bromo Seltzer Hollywood Star Pt'house (177) R | Hashknife Hartley | A A of RR's Railroad Hour (179) |
| 8:15 | " | " | " | " |
| 8:30 | General Motors Henry Taylor | Lever-Lipton Godfrey Talent Scouts (159) R | 8:30-8:55 Crime Fighters | Firestone Voice of Firestone (140) |
| 8:45 | World Wide Flashes S | " | " | " |
| 9:00 | United or Not S | Lever-Lux Lux Radio Theatre (178) | Murder By Experts S | Bell Telephone Telephone Hour (159) R |
| 9:15 | " | " | " | " |
| 9:30 | Dream Boat S | " | War Front—Home Front | Cities Service Band of America (94) N |
| 9:45 | " | " | " | " |
| 10:00 | US Army & Air Forces, Let's Go with R Flanagan | Lever-Pepsodent My Friend Irma (176) | A. F. of L. Frank Edwards (133) | Boston "Pops" Orchestra *OT |
| 10:15 | " | " | I Love A Mystery | " |
| 10:30 | Sterling Drug J B Kennedy (207) | R.J. Reynolds Bob Hawk (166) | Dance Orchestra | OT |
| 10:45 | Dream Harbor S | " | " | " |
| 11:00 | | | | |
| 11:15 PM | | | | |

## TUESDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | Not in Service | Mbrs. Life Ins. Allan Jackson (22) | Repeat of Kid Strips | News Bob Warren S |
| 6:15 | " | You and the World S | " | Parade of Sports 6:15-6:29 S |
| 6:30 | " | No Network | " | Music 6:29-6:45 S |
| 6:45 | " | P&G Ivory Lowell Thomas (103) R | " | Sun Oil Co 3-Star Extra (33) |
| 7:00 | Co-op* Headline Edition | P&G Draft Beulah (123) R | Fulton Lewis Jr. (302) | Pure Oil Co Harkness (27) |
| 7:15 | Co-op Elmer Davis | P&G Tide Show (146) R | Dinner Date | Echoes from the Tropics |
| 7:30 | General Mills Armstrong of the S.B.I. (182) | Campbell Soup Club 15 (155) R | Personna Blades Gabriel Heatter | Miles Labs. News of World (154) |
| 7:45 | " | Am. Oil-Hamm. Ed. Murrow (101) | Co-op Mutual Newsreel | Miles Labs One Man's Fam (151) H R |
| 8:00 | Mars Inc. Can You Top This? | Sterling Drug Mystery Theatre (151) R | Count of Monte Cristo S | duPont Cavalcade of America (155) |
| 8:15 | " | " | " | " |
| 8:30 | I Fly Anything S | C-P-P-T. Pwdr. Mr. & Mrs. North (152) R | Official Detective S | Lewis-Howe Baby Snooks (165) |
| 8:45 | " | " | " | " |
| 9:00 | Co-op Town Meeting | Wm. Wrigley Life with Luigi (176) | John Steele Adventurer | Liggett & Myers Bob Hope (169) |
| 9:15 | " | " | " | " |
| 9:30 | " | Philip Morris Truth or Consequences (149) | Mysterious Traveler | Pet Milk Fibber McGee & Molly (152) |
| 9:45 | Chr S. Monitor Views the News R | " | " | " |
| 10:00 | It's Time For Defense S | The Lineup | A. F. of L. Frank Edwards (22) | Lever Bros. Big Town (134) |
| 10:15 | " | " | I Love A Mystery | " |
| 10:30 | Sterling Drug J. B. Kennedy (207) | Capitol Cloak Room | Dance Orchestra | Brown & Wmsn. People are Funny (168) |
| 10:45 | Dream Harbor S | " | " | " |
| 11:00 | | | | |
| 11:15 PM | | | | |

## SUNDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 9:00 AM | Million Cross Opera Album S | World News | Elder Michaux Happiness Hour | Co-op World News Leon Pearson |
| 9:15 | " | E. Power Biggs S | " | Wormwood Forest S |
| 9:30 | Voice of Prophecy, V&P Inc. (105) | " | Dixie 4 Quartet | We Remember (9:30-10 Spl) |
| 9:45 | " | Trinity Choir | Everett Holles News | Hudson Coal D&H Miners Spl (14) |
| 10:00 | Message of Israel S | Church of Air S | Radio Bible Class (286) | National Radio Pulpit S |
| 10:15 | " | " | " | " |
| 10:30 | Negro College Choirs S | " | Voice of Prophecy (319) | Dr. Peale Art of Living S |
| 10:45 | " | " | " | News Highlights S |
| 11:00 | Fine Arts Quartet S | Salt Lake City Tabernacle | Christian Rel Church Back to God (266) | Faultless Starch Time (53) Spl |
| 11:15 | " | " | " | Morning Serenade S |
| 11:30 | The Christian In Action S | Invitation to Learning* S | N western U Review S | UN Is My Beat S |
| 11:45 | " | " | " | Carnival of Books |
| 12:00 N | News S | People's Platform | College Choirs | America United S |
| 12:15 PM | Foreign Reporter S | " | " | " |
| 12:30 | Co-op Piano Playhouse | Howard K. Smith | Wm. Hillman News | The Eternal Light S |
| 12:45 | " | Richfield C. Collingwood (35) | Down Bible Frank & Ernest | " |
| 1:00 | Sammy Kaye's Sun. Serenade S | Invitation to Music | Fulton Lewis At Home | U of Chicago Round Table |
| 1:15 | " | " | Report From The Pentagon | " |

## MONDAY - FRIDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 9:00 AM | General Mills Breakfast Club (261) R | Co-op News | Co-op Robt Hurleigh | Jack Kirkl Show S |
| 9:15 | Swift & Co. Breakfast Club (316) R | Barnyard Follies S | Co-op Tell Your Neighbor | " |
| 9:30 | Phico Corp. Breakfast Club (290) | " | Tennessee Jamboree | Clevelandaires S |
| 9:45 | Sterling Drug My True Story (216) R | Toni Author Godfrey (171) R | Co-op Cecil Brown (30) | P&G, Welcome Travelers (142) |
| 10:00 | " | Lever-Rinso Author Godfrey (175) R | Faith Our Time S* | " |
| 10:15 | Philip Morris Modern Romances (228) | Pillsbury, Reid-Murdock Godfrey (180) R | Dixieland Breakfast Club | Swift & Co* Red Foley Show (49) Spl |
| 10:30 | General Mills Betty Crocker (202) R | National Biscuit Author Godfrey (184) R | " | Campbell 10:30-11 Double or Nothing (132) |
| 10:45 | Serutan V. Lindlahr (148) | Liggett & Myers Author Godfrey (191) R | Co-op Ladies Fair | Bristol Myers Break the Bank (166) M-W-F |
| 11:00 | P&G David Amity | " | " | (T-Th. S) " |
| 11:15 | Quick as a Flash S | Contnl. Baking Grand Slam (48) | Lorillard-Kraft* Queen for A Day | Prudential Ins Jack Berch (141) |
| 11:30 | P&G Dick Haymes | P&G Ivory Snow Rthenary (136) | " | Armour Dial Dave Garroway (166) |
| 11:45 | Philip Morris J. Olsen Show (231) | General Foods Wendy Warren (150) | Co-op Kate Smith Speaks | No Network Service |
| 12:00 N | Serutan Don Gardiner | Lever Bros. Aunt Jenny (90) | Lanny Ross S* | Pickens Party S |
| 12:15 PM | Not in Service | Whitehall Helen Trent (167) | Miscellaneous Program | No Network Service |
| 12:30 | " | Whitehall Our Gal Sunday (161) | Barrus, Light Crust Dough Boys (M-W-F)* | Manhattan Soap The Woman In My House (155) |
| 12:45 | Paul Harvey | P&G Ivory, Spic & Span, Big Sister (143) | Co-op Cedric Foster | Playboys |
| 1:00 | Co-op Ted Malone | P&G Oxydol Ma Perkins (152) | Luncheon with Lopez | Pickens Party Rpt |
| 1:15 | | | | |

## SATURDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 9:00 AM | Co-op No School Today | Co-op News | (Network Opens 10 a.m.) | Coffee in Washington S |
| 9:15 | " | Barnyard Follies S | " | " |
| 9:30 | " | " | " | Boston Sym Dress Rehearsal S |
| 9:45 | " | Garden Gate Ferry-Morse (182) | " | " |
| 10:00 | " S | Make Way for Youth | Miscellaneous Program S | Mind Your Manners |
| 10:15 | " | " | " | " |
| 10:30 | " | Coca-Cola, Refreshment Time M. Downey (182) | Helen Hall | Pet Milk Mary Lee Taylor (151) |
| 10:45 | " | " | Harrison Prods. Cecil Brown | " |
| 11:00 | Junior Junction S | Cream of Wheat Let's Pretend (154)* | B. Moore & Co. Your Home Beautiful | Adventures of Archie Andrews S |
| 11:15 | " | " | Soldier's Serenade | " |
| 11:30 | Bible Messages S | Bymart S. Maugham Theatre (147) | U.S. Marine Band | TBA |
| 11:45 | Bill Watson S | " | " | " |
| 12:00 N | 101 Ranch Boys S | Armstrong Cork Theatre of Today (151) | Quaker Oats Man on the Farm | Barrisult Washington News |
| 12:15 PM | " | " | " | Public Affairs S |
| 12:30 | American Farmer S | Pillsbury Mills Grand. Con. Sts. (154)* | Georgia Crackers | US Marine Band |
| 12:45 | " | " | " | " |
| 1:00 | Navy Hour S | Armour Stars Over Hollywood (182) | Leslie Nichols News | Allis-Chalmers Natl Farm & H Hour (167) |
| 1:15 | " | " | Jerry & Sky S | " |


| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 1:30 PM | | | | |
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| 5:45 PM | | | | |

# E ING — FOR JULY 1951

## THURSDAY

| ABC | CBS | MBS | NBC |
|---|---|---|---|
| Not in Service | Metro Life Ins Allan Jackson (22) | Repeat of Kid Strips | News Lionel Ricau S |
| " | You and the World S | " | Parade of Sports 6:15-6:29 S |
| " | No Network | " | Music 6:29-6:45 S |
| " | P&G Ivory Lowell Thomas (103) R | " | Sun Oil Co 3-Star Extra (32) |
| Co-op* Headline Edition | P&G Dreft Beulah (123) R | Fulton Lewis Jr (291) | Pure Oil Co Harkness (29) |
| Co-op Elmer Davis | P&G Tide Show (146) R | Dinner Date | Playboys |
| General Mills Armstrong of the S.B.I. (162) | Campbell Soup Club 15 (155) R | VCA Labs Inc Gabriel Heatter | Miles Labs News of World (154) |
| Am Oil-Hamm Ed Murrow (181) | | Co-op Mutual Newsreel | Miles Labs One Man's Fam (151) H R |
| Screen Guild Players S | P&G Gen Mills F B I (149) R | California Caravan S | General Foods Aldrich Family (152) |
| " | " | " | " |
| Whitehall Mr. Keen (157) R | | Pal Blades Rod & Gun Club (133) | General Foods Father Knows Best (162) |
| " | " | " | " |
| Electric Auto-Lite, Suspense (179) | | True or False | L&M Fatima Dragnet (167) R |
| " | " | " | " |
| Hall Bros Hallmark Playhouse (176) | | Co-op Reporter's Roundup | Gulf Refining Counterspy (117) |
| " | " | " | " |
| Philip Morris Playhouse on B'way (140) | | A F of L Frank Edwards (22) | Screen Directors Playhouse * OT |
| " | " | I Love A Mystery | " |
| Sterling Drug J. B. Kennedy (207) | | Dance Orchestra | OT |
| " | " | " | " |
| Dream Harbor S | | | |

## FRIDAY

| ABC | CBS | MBS | NBC |
|---|---|---|---|
| Not in Service | Metro Life Ins Allan Jackson (22) | Repeat of Kid Strips | News Lionel Ricau S |
| " | You and the World S | " | Parade of Sports 6:15-6:29 S |
| " | No Network | " | Music 6:29-6:45 S |
| " | P&G Ivory Lowell Thomas (103) R | " | Sun Oil Co 3-Star Extra (33) |
| Co-op* Headline Edition | P&G Dreft Beulah (123) R | Fulton Lewis Jr (291) | Pure Oil Co. Kaltenborn (29) |
| Co-op Elmer Davis | P&G Tide Show (146) R | Dinner Date | Playboys |
| General Mills Lone Ranger (145) | Campbell Soup Club 15 (155) R | Pearson Pharm Co Gabriel Heatter | Miles Labs. News of World (154) |
| " | Am Oil-Hamm Ed Murrow (181) | Co-op Mutual Newsreel | Miles Labs. One Man's Fam. (151) H R |
| Rynlds. Tbc. Co. R. Diamond Pvt. Detective (251) | Soaps for Sale | Magazine Theatre | TBA |
| Equitable Life This Your FBI (286) R | " | Music | TBA S |
| " | " | " | " |
| Heinz Ozzie & Harriet (288) | Hear It Now | Air Force Hour S | The Magnificent Montague OT |
| " | " | " | " |
| Gillette Fights (334) | Philips Petro Rex Allen Show* (66) | A F of L Frank Edwards (133) | Pabst Life of Riley (182) |
| " | " | I Love A Mystery | " |
| American Sports Page S | Dance Orchestra | Dance Orchestra | Col.-Palm.-Peet Sports Newsreel (76) |
| " | " | " | Pro & Con S |

## SATURDAY

| ABC | CBS | MBS | NBC |
|---|---|---|---|
| Ragav Ramsay Trio S | News Joe Worshba S | Harmony Rangers | Bob Warren News |
| Una May Carlisle S | Prize of Peace S | " | Earl Godwin's Washington |
| Harry Wismer S | Saturday Sports Roundup | Organ Music | NBC Symphony Spring Concerts S |
| Labor-Management S | Richfield L. Lessner (35) | " | " |
| Labor-Management S | Yours Truly Johnny Dollar | Co-op Al Helfer | " |
| Co-op Bert Andrews | " | Twin Views | " |
| Space Patrol S | R J. Reynolds Vaughn Monroe (166) R | Comedy of Errors 7:30-7:55 | Brown & Winsn People are Funny (72) Spl * |
| " | " | 7:55-8 Stolo Farm Auto Ins Co., C Brown | Solo for Orchestra S |
| Shoot the Moon S | Wrigley Gene Autry (174) | Ranson Metal 20 Questions (501) | Dangerous Assignment OT |
| Dancing Party | General Foods Hopalong Cassidy (150) R | Spl Net 8:30-9 Take a Number & U S Tobacco | The Man Called "X" * OT |
| " | " | Man Next Door | " |
| " | General Foods Gangbusters (150) R | Hawaii Calls | Amer Tob Co Your Hit Parade (168) R |
| " | " | " | " |
| Saturday of Shamrock S | Carter Prod. Sing It Again (134) | Chicago Theatre of the Air S | C-P-P Co Judy Canova (145) |
| " | Sing It Again | " | " |
| Dixieland Jam-Bake S | Sterling Drug Sing It Again (140) | " | R J. Reynolds Grand Ole Opry (161) |
| The Three Suns S | " | " | " |

## SUNDAY

| ABC | CBS | MBS | NBC |
|---|---|---|---|
| Institution is Music | Lutheran Hour (Lutheran) | Amer Trucking Assn., Am Frm ofthe Air (166) R | |
| " | " | " | |
| " | Mr Mystery | The Catholic Hour | |
| " | Co-op Bill Cunningham | " (News 3 min) | |
| Langlois-Wittauer Symphonette (149) | Top Tunes with Trendler | Mutual Benefit Ins., Bob Considine (163) | |
| " | " | The Girl From Paris | |
| Sterling Drug Bill Shadel (154) | Challenge of the Yukon | Harmel, Music with the Harmel Girls (45) | |
| " | " | " | |
| Music For You | Bobby Benson | Am Dairy Assn. David Lawrence (158) | |
| " | " | John Cameron Swayze | |
| Dollar a Minute | Under Arrest S | Kraft The Falcon (151) | |
| " | " | " | |
| Rate Your Mate | U S Tobacco Martin Kane Private Investigr | The Saint S | |
| " | " | " | |
| Meet Frank Sinatra S | The Shadow S | Pepsi-Cola Co Phil Regan Show (146) 5-5:25 | |
| " | " | Robt Trout Norwich Pharm' 5:25-5:30 (160) | |
| " | Williamson True Detective Mysteries (472) | Trans W Airlines, Mr &Mrs Blandings (61) | |
| Ed. Morgan News | " | " | |

## MONDAY - FRIDAY

| ABC | CBS | MBS | NBC |
|---|---|---|---|
| Gems For Thought | P&G Crisco Dr. Malone (145) | Luncheon with Lopez | Co-op News George Hicks S |
| Not in Service | P&G Duz Guiding Light (147) | Harvey Harding Sings | The Woman In My House Repeat |
| Co-op M. M. McBride | GF-Swansdown Mrs Burton (75) Quaker (35) | Tony Fontaine & Co | Campbell Soup Double or Nothing (134) |
| " | P&G Tide Perry Mason (149) | " | " |
| " | Toni Co. Nora Drake (157) | Say It with Music | General Mills Live Like A Millionaire (75) |
| Frances Scully S | P&G Ivory Fl. Brighter Day (108) | " | " |
| Benny Rubin Show S | Miles Labs. Hilltop House (141) | Co-op Bob Poole Show | P&G Life-Beautiful (154) |
| " | Col.-Palm.-Peet Kings Row (48) | " | P&G Road of Life (154) |
| Family Circle S | Pillsbury House Party (157) * | " | P&G Pepper Young (158) |
| Talk Back S | " | " | P&G Right to Happiness (155) |
| Dean Cameron Melody Promenade S | Co.-Palm.-Peet Strike It Rich (138) R | Miscellaneous Programs | Sterling Drug Backstage Wife (147) |
| " | " | " | Sterling Drug Stella Dallas (147) |
| Co-op, Welcome To Hollywood | Treasury Bandstand | B&B Chucklewagon | P&G Lorenzo Jones (144) |
| " | " | 4:55-5 News | Sterling Drug Y Widder Brown (147) |
| Big Jon & Sparkie S | M MusicYouKnow T-W | Kellogg Mark Trail M-W-F | General Foods When Girl Marries (83) |
| " | The Chicagoans Th-F St. Louis Mat. | National Biscuit Tu-Th S Arrow (343) | General Foods Portia Faces Life (92) |
| " | M-F Tap Tune Time | Derby Sky King* Tu-Th 5:30-6 | Whitehall Just Plain Bill (118) |
| " | Miles Labs. Curt Massey Time (143) R | Kellogg M-W-F 5:30-5:55 Beatty 5:55-6 V Barge | Whitehall Front Page Farrell (119) |

## SATURDAY

| ABC | CBS | MBS | NBC |
|---|---|---|---|
| Baron Elliott Ocotte | Toni Co. Alias Jane Doe (151) | Dance Orchestra | Radio City USA |
| " | " | " | " |
| Luncheon With Lopez | Harmel & Co. Music with H. Girls (115) | Dunn on Discs | Musicana |
| " | " | " | " |
| Canadian Rhapsodies | The Chicagoans | " | Slim Bryant & His Wildcats |
| " | " | " | " |
| Pan American Union | TBA | Caribbean Crossroads | Green Cross (thru 5/19) |
| " | Adv. in Science | " | " |
| Exhibit A | Report From Overseas | Bands for Bonds | US Army Band |
| " | Farm News | " | " |
| Horse Racing | Horse Racing | Sports Parade S | Horse Races |
| News | Dance Orchestra | " | TBA |
| Concert of American Jazz | Cross-Section USA | Jack Ross Campus Club | Big City Serenade |
| " | " | " | " |
| Tea & Crumpets | Radio Reporter's Scratchpad | Bobby Benson | TBA |
| " | Treasury Bandstand | " | " |
| " | Saturday At The Chase | Challenge of the Yukon | Living 1951 |
| Club Alumineum Club Time (29) | " | " | " |

tions; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EST.

**ABC**

8:50-9 AM Mon.-Fri., Philip Morris, Man's Opinion, 200 stations.
5:30-6 PM Tues., Thur., Superman.
5:30-6 PM Wed., Black Hawk
7-7:05 PM Mon.-Fri., Edwin C. Hill.
7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

**CBS**

8:30-9:15 AM Sun., General Foods, Sunday Morning Gatherin', 107 stas.
8:30-8:45 AM M-F, General Foods, Renfro Valley Country Store, 59 stas.
11-11:05 AM Sat., Campana Sales Co. Bill Shadel News, 178 stations.
11:30-35 AM Sun., Animal Foundation Inc., Bill Shadel News, 59 stations.
3.55-4 PM M-F., also Sat. 12:55-1 PM Pillsbury, Cedric Adams, 157 stas.
7:25-7:30 PM Sat., P&G, Cubberly, 135.
10:25-10:30 PM Tues., P&G, Leseuer, 141.
10:30-10:35 PM Th., P&G, Leseuer, 126.

**MBS**

NOTE: Split network (4/16-9/30) from approx. 2-4 PM Mon.-Sun.; Network A, regular shows; Network B. baseball, related shows by co-op and Gillette and Camels.
8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stas.
10:25-10:30, 11:25-11:30 AM Mon.-Fri., 12:25-12:30, 2:25-2:30, 3:25-3:30, 4:25-4:30 PM Mon.-Fri., Bab-O Reporter, B. T. Babbit Inc.
11:30-12 noon Tues., Thur., Kraft Foods Co., co-sponsors Queen for a Day.
5:55-6 PM Tues., Thur., Bobby Benson, Kraft Foods Co.

**NBC**

*OT — Operation Tandem, Whitehall, RCA and Liggett & Myers.
8-8:15 AM Mon.-Fri. Alex Drier, Skelly Oil Co. 26 stations.
8-8:15 AM, Sat. This Farming Business, Skelly Oil Oil Co. 26 stations.
10:30-10:45 AM. Mon.-Fri. Cal Tinney, General Mills, 11 stations.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
April 30, 1951
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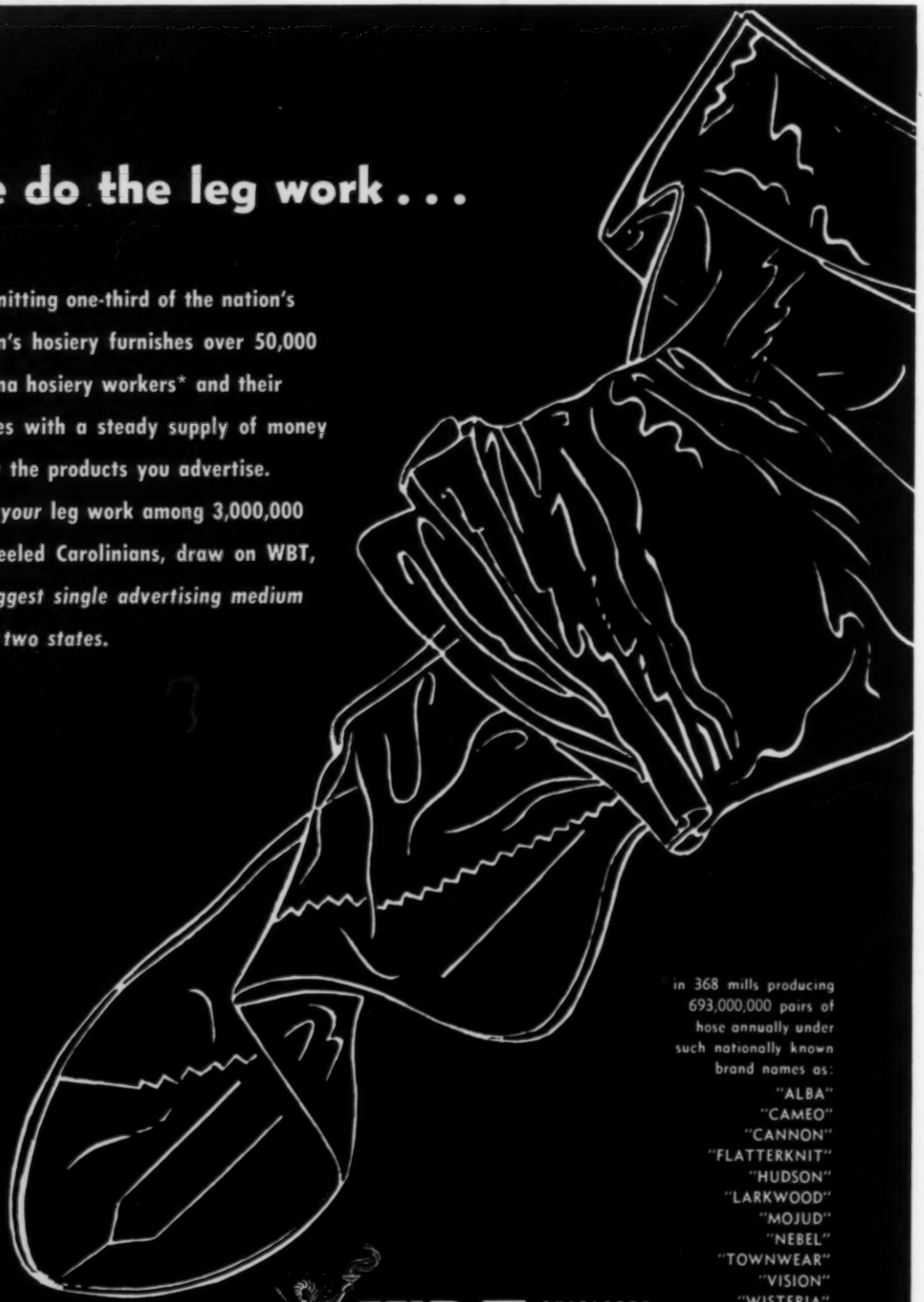
# we do the leg work . . .

. . . Knitting one-third of the nation's women's hosiery furnishes over 50,000 Carolina hosiery workers* and their families with a steady supply of money to buy the products you advertise.

To do *your* leg work among 3,000,000 well-heeled Carolinians, draw on WBT, *the biggest single advertising medium in the two states.*



in 368 mills producing 693,000,000 pairs of hose annually under such nationally known brand names as:

"ALBA"
"CAMEO"
"CANNON"
"FLATTERKNIT"
"HUDSON"
"LARKWOOD"
"MOJUD"
"NEBEL"
"TOWNWEAR"
"VISION"
"WISTERIA"

WBT CHARLOTTE

COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY
REPRESENTED NATIONALLY BY RADIO SALES

# Milestones

*Attending ceremonies observing the 25th anniversary of First Radio Parish Church of America were (l to r) FCC Comr. Sterling, the Rev. Hough and Dr. Sills.*

* * *

►Federal, state and local tribute, from both laymen and clergy, was paid to the First Radio Parish Church of America and its minister, the Rev. Howard O. Hough, on the April 15 observance of the program's 25th anniversary. Originating station is WCSH Portland, Me. Among those attending the ceremonies were FCC Comr. George E. Sterling, William H. Rines, WCSH managing director; U. S. Sen. Owen Brewster (R-Me.), Gov. Frederick G. Payne and Dr. Kenneth C. M. Sills, president, Bowdoin College. The program is reportedly the oldest continuous radio program in Maine and, as far as WCSH knows, the oldest continuous religious radio service in the nation.

►To honor Kate Smith's 20th broadcasting anniversary on May 1, the City of Paris, celebrating its 2,000th anniversary, is sending her a special citation. Signed by the Mayor of Paris, the citation will stress Franco-American unity and cite Miss Smith's services to the American Red Cross at home and overseas, as well as her presentation of many French artists on the *Kate Smith Hour*, currently over NBC-TV, Monday-Friday, 4 p.m.

►KDYL-TV Salt Lake City presented an anniversary cake when its weekly program, *Better Living Electrically*, went before the TV cameras for the 100th consecutive time. The program is sponsored by the Utah Power & Light Co.

► Bradley Kincaid, radio oldtimer, was featured guest on the *WLS National Barn Dance* over WLS Chicago on the 27th anniversary program April 14. Mr. Kincaid helped popularize folk music as far back as 1926 over WLS. He is now president and part-owner of WWSO Springfield, Ohio.

► WTTM Trenton, N. J., celebrated its ninth birthday April 2 with station breaks by a nine-year old girl saying "Hello everybody, this is Miss WTTM. What do you know, I'm nine years old today!" Station and youngster, Joanne Scarantino, also had a birthday party which was broadcast from a Trenton hotel.

► NBC's *One Man's Family* today (April 30) celebrates its 19th consecutive year on the air. Six of the original cast members are still with the show.

►WHYN Holyoke, Mass., received a congratulatory message from Gov. Paul A. Dever in honor of the station's 10th anniversary March 23.

► WAGE Syracuse, ABC affiliate, planned to celebrate its 10th anniversary April 21 with a "family party" of present and former staff members at the Hotel Syracuse.

► One of the oldest religious programs on the air marked its 29th anniversary April 15 when the *St. Paul's Cathedral Hour* was broadcast by WWJ Detroit. This has been a continuous weekly feature of the station since April 16, 1922.

►Elmer Peterson, news analyst on the NBC western network and KNBH (TV) Hollywood, this month celebrates his 20th year as a news analyst.

► ABC *This Is Your FBI* has celebrated its sixth year on the air. Presented as public service, program has been sponsored since inception by Equitable Life Assurance Society of United States. Jerry Devine produces and directs the program which bases its stories on official records of the FBI and is produced with its cooperation and approval.

► Philco Corp. has marked the 100th presentation of *Philco Television Playhouse* over NBC-TV network.

►Harvey Olson, program manager, WDRC Hartford, this month marks his 16th anniversary with the station.


*Advertisement*

From where I sit *by* Joe Marsh

## "One For The Book"

*Miss Reynolds, our town librarian, really put one of those smart-aleck motorists in his place last week—happened right in center of town, corner of Main and Walnut.*

Her car stalled, tying up traffic. Most drivers just waited quietly—realizing she couldn't help it—but one fellow kept blaring away on his horn.

*So Miss Reynolds gets out of her car, walks over and says sweetly, "I'm afraid I can't start my engine. If you'd like to try I'll be glad to stay here and lean on that horn for you." That stopped him!*

From where I sit, a lot of us are sometimes a little overeager to "sound off" before we really understand what things are all about. Let's try to see the other fellow's side in whatever he does—how he votes, what he thinks, whether his preference is for a glass of beer or buttermilk—rather than simply blast out anyone who "gets in the way" of our ideas in these matters.

Joe Marsh

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**You get a lot for a little***

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV* OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 40, No. 18 WASHINGTON, D. C., APRIL 30, 1951 $7.00 A YEAR—25c A COPY

# PREVENT RADIO DEBACLE!

## Affiliates Group Urges Unity

By RUFUS CRATER

REBUFFED in its attempts to stave off network radio rate cuts, the special Affiliates Committee late last week called upon all stations affiliated with networks to join a common effort to "prevent a debacle in the radio industry."

While no network had yet formally announced it would follow the lead taken by CBS two weeks ago in reducing network radio rates [BROADCASTING • TELECASTING, April 16], the committee after 2½ days of exploratory conferences and studies entertained "no doubt" that reductions would be "rapidly forthcoming."

"We feel that the radio industry and particularly the affiliates in it are faced with the greatest decision in the history of their operations," the 13-man committee declared after reporting that it had found "the situation is even more serious than it appeared before we had these consultations."

The seriousness of radio's economic position was further emphasized on another front last week.

As the Affiliates Committee focused its attention on network rate cuts in New York, an attack on spot radio rates was opened by Marschalk & Pratt, advertising agency handling the valuable *Esso Reporter*.

In a letter sent to stations carrying the program, Marschalk & Pratt announced its approval of the CBS network rate cut and its hope that other networks would follow suit. Then the letter added:

"We feel very strongly too that in addition to network rates, spot rates should be reduced also."

The agency asked stations to notify it as to their plans for rate adjustments "so that we may have some idea of our costs for the *Esso Reporter* for the balance of this year and how it will affect our thinking for the 1952 budget."

So far as could be learned last Friday, none of the stations canvassed by Marschalk & Pratt had indicated an intention to reduce spot rates. Indeed some reported they had recently raised daytime rates and others said they were contemplating further spot rate increases.

One member of the Affiliates Committee was reported to have brought up the Marschalk & Pratt letter during the discussion with executives of one network last week. Network executives were understood to have urged him and other affiliates to hold the present line on spot rates. They reportedly pointed out that the situation confronting networks was far different from the position of spot.

The network executives were said to have told the affiliates that, for one thing, the buyers' strike besetting network radio had not materialized in any appreciable degree with regard to spot.

One network representative, at this meeting, was reported to have stated frankly that in some cases spot programs were more valuable than network programs, that they could be placed to avoid overlaps in station coverage that occur in many markets in network broadcasting.

In its report of its New York meetings, the Affiliates Committee made it plain that it expected little help from networks in future attempts to reinforce the rate structure of the industry.

"We believe further that if any real effort is going to be made to prevent a debacle in the radio industry, it must be made by the affiliates," the group said in its statement, which took the form of a report to each station affiliated with a national network.

In what was taken as another counter-punch at the networks, the committee concluded that "a study should be made of the contractural relations between networks and their affiliated stations to determine in what respect, if any, those relationships no longer realistically conform to present-day conditions."

This was construed to be aimed, at the least, at affiliation contract provisions which for the most part

*(Continued on page 34)*

# LIBEL DILEMMA

## Johnson Proposes New Bill

By DAVE BERLYN

WILL CONGRESS plunge into the political broadcast dilemma?

The question was pertinent for the broadcaster last week as Sen. Ed C. Johnson (D-Col.) introduced a bill (S 1379) Tuesday designed to clarify Sec. 315 of the Communications Act which deals with the use of broadcast facilities by candidates for public office.

Significant change asked by Sen. Johnson would be the inclusion in the Act of "any person authorized" by the candidate to speak for and on his behalf.

The proposed amendment was an outgrowth of the U. S. Supreme Court's refusal to review a lower court ruling (in the *Felix vs. Westinghouse* case) that the Act does not prohibit stations from censoring talks by persons who are not candidates [BROADCASTING • TELECASTING, April 23].

It was learned that the Senator, chairman of the radio-powerful Interstate & Foreign Commerce Committee in the upper chamber, had received numerous requests from broadcasters that Congress do something to solve the broadcaster's political dilemma that narrows down to this:

If he carries a speech of one candidate he must offer equal time to the opposing candidate. But he can not bluepencil either speech for libelous content. But under some state laws on libel he could be held accountable.

Under the Supreme Court "inaction" in the past fortnight, he is now faced with the position of being responsible for the libelous matter which a *supporter* of a particular candidate utters on the air.

In FCC's *Port Huron* ruling, it was indicated that the policy of equal time and "no power of censorship" would apply as well to those who spoke on behalf of the candidates.

Not only does the Johnson proposal ask for this definition but it explicitly requests that the FCC "shall make rules and regulations to carry this provision into effect."

The bill also states: "No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate, or persons authorized by him to speak for and on behalf of such candidate."

### Waited Court Action

It was understood that Sen. Johnson, while apprised of the situation confronting the broadcaster, had awaited the court result before introducing his measure.

His bill, which was introduced by request, conformed in the most part to a suggestion made by Ed Craney, of the XL Stations, it was made known.

Early indications point to hearings on the bill only if interest among broadcasters is great enough to warrant the committee's opening the wide field of political broadcasts.

This was seen in the position of Sen. Johnson that he was not taking a stand on the bill at this time.

It was generally held at the Capitol that such an amendment would take care of the situation created by the *Felix vs. Westinghouse* case which in the respect of persons speaking *on behalf* of a candidate contradicts FCC's *Port Huron* ruling.

The latter ruling, among other things, reaffirmed the Act which calls for equal opportunity for broadcast time afforded a candidate when his opponent has aired a statement.

But going further, the FCC said that the broadcaster must govern such broadcasts in order to give what it called a "fair and balanced" presentation of a political issue in the public interest.

As the situation now stands, because of the Supreme Court refusal to review the *Felix* case it is believed stations will be liable for remarks made by non-candidates and therefore they must censor if they wish to prevent damage suits.

In view of this, proponents of the Johnson Bill feel that the measure, if enacted, would at least clear up this problem.

Another question that arises, according to informed quarters, is what the FCC approach will be if supporters of candidates complain to the Commission that the station is invoking censorship of their scripts.

This would perhaps require a new review of the entire situation by the Commission itself, possibly calling for a new decision of the *Port Huron* flavor, observers say.

With national elections ahead next year, these and other questions are sure to arise from time to time, it is stated.

# On Reason and Emotion . . . . . AN EDITORIAL

NOW that CBS has elected to stand by its rate cut, it is probably only a matter of time until competing networks will have to fall back at least to the line where CBS is now doing business.

The peril in this procedure lies in the the chance that one or more of them may withdraw farther than CBS and that what now has the somewhat orderly appearance of a strategic retreat would become a disorganized rout. This danger exists, it seems to us, because the entire rate issue has been fought on mostly an emotional basis.

To begin with, the advertisers' attacks on radio rates have been motivated more by psychology than by arithmetic. In their personal lives, New York advertisers and agencymen (who place the bulk of network advertising) have become more and more attentive to television and less and less interested in radio.

The same can be said of their wives, families and friends. It takes a lot of arithmetic to overcome the belief that if the little lady says she saw it on television, everybody else everywhere must have seen it too.

Another charm of television, to these advertisers and agencies, is that it is hard to get. The TV system having been frozen at 107 stations in 63 markets, the clamor for prime time exceeds supply. What is hardest to get is always in greatest demand.

As is common with emotional spasms of this kind, the victims have sought to justify their conditions by pretending that the trouble is not with them but with someone else. In this instance, the justification was attempted in the two rate studies of the ANA. Neither of them made very good sense to the untroubled thinker, but to the advertisers and agencies the studies were proof enough that they (and the little lady) were right and everybody who disagreed was wrong.

Now emotional behavior is contagious. (It takes a very patient parent to hold his temper during a prolonged tantrum of a child.) For a long time the radio networks tried hard to reason with the advertisers and agencies. They repeatedly pointed out that no matter how you figured it, radio was still cheaper and bigger than any other medium, a point that nobody has successfully countered to date, but finally, in frustration, they gave up.

We say they gave up too soon, but we also recognize how discouraged they must have become in arguing sense and receiving nonsense in rebuttal. They succumbed in emotional exhaustion, although we cannot help but believe that if they had persisted patiently, they would eventually have brought their customers down to earth.

For practical purposes, retreat to the line established by CBS must be regarded as virtually accomplished. But there is no reason whatever to prevent an indefinite holding of this line. One has only to look at what has been happening in other media to realize that the advantages of broadcasting were great before the rate cut and are, by any sane standards of judgment, overwhelming now.

In recent years one of radio's principal competitors, the newspaper, has jacked up advertising rates repeatedly, in many instances doing so without increasing circulation guarantees and merely with the explanation that production costs had risen. Only last week the American Newspaper Publishers Assn. pointed out that costs were still rising. Although the ANPA did not say so, the next development is obvious. More increases in newspaper advertising rates.

During this same period, network radio rates did not budge an inch—until a fortnight ago when they suddenly dropped—although radio costs, like those of every industry, rose steadily.

If there has been any serious advertiser objection over the rise in newspaper rates, we have not heard it. Being businessmen, they seem to have a businessman's understanding that papers cost more to publish now than before.

We wonder what happens to their businessman's acumen when they think of radio costs. It apparently disappears. One of them was recently quoted as saying that he fully understood why newspapers should cost more now than formerly, but as for radio, why, the "air is free."

That kind of remark is emotional, indeed is irresponsible. But it seems to be a fair illustration of the state of mind that exists somewhat generally among big advertisers and some of their agencies.

This state of mind, we wish to emphasize, cannot be changed except by the most painstaking, energetic and persistent reasoning. It is just such reasoning that we fervently hope will emerge from the work of the Morency Committee of network affiliates.

This committee may have been defeated in its effort to obtain a moratorium on the CBS rate cut and to prevent other networks from reducing rates, but its major mission is still very much in evidence. That is to evolve a basic research study of such scope and integrity as to convince advertisers of the true dimensions of radio.

Such a research job is necessary to prevent the utter collapse of radio's economy. That a collapse can occur was evident last week in the effort of Marschalk & Pratt to force down spot radio rates. Spot bears little similarity to network, but that fact did not deter the Esso agency from urging that spot rates ought to be driven down in ratio with network prices.

Sober reasoning shows that spot levels can be maintained and in some cases increased, if broadcasters keep their heads. The networks cut prices to move distress merchandise. Spot, however, has been in growing demand.

Main Street, U. S. A., 150 million strong, lives differently from the cliff dwellers of Manhattan or the commuters to Westchester and Connecticut. Main Street still uses, indeed depends upon, its radios. It is a story that must be fully told if the hope is to be entertained that fact will replace emotion in the buying of radio time.

# Y&R PROMOTES

## Dyke Is Asst. to President

KEN R. DYKE, Young & Rubicam vice president since 1949, has been promoted by President Sigurd S. Larmon to the post of assistant to the president. He has been in charge of public relations and publicity and last year was made a member of the agency's executive committee, retaining these functions in his new post.

Mr. Dyke

Mr. Dyke is a former NBC vice president and prior to his network service had been advertising director of Colgate-Palmolive Peet Co. During the war he served in the Office of Facts & Figures, and the Army attaining the rank of brigadier general while serving on Gen. Douglas MacArthur's staff. He also served in World War I. He is a past board chairman of Assn. of National Advertisers.

Mr. Larmon announced promotion of Harry Harding, vice president, to the executive committee with direction of the contact department. Robert P. Mountain has been elected a vice president and appointed a contact supervisor. George H. Gribbin has been elected a vice president and appointed assistant manager of the copy department

Mr. Harding joined Young & Rubicam in 1943 and became a vice president in 1946. Mr. Mountain has been with the agency since 1938, in charge of outdoor division until 1943 when he joined the contact department. Mr. Gribbin joined Y&R in 1935 as a copywriter and was made a copy supervisor in 1942.

Drawn for BROADCASTING • TELECASTING by Sid Hix

*"Okay, Louis, you're on. But this is a high class station—button your shirt!"*

# HOPE'S CONTRACT

## Renewed by Chesterfield

LIGGETT & MYERS Tobacco Co. (Chesterfield cigarettes) has renewed the Bob Hope radio program for another year and taken an option for the same period on his television services, NBC announced last week.

CBS, at the same time, announced the signing of an exclusive, long-term contract with Maria Riva, actress-daughter of Marlene Dietrich.

Mr. Hope's radio program will continue in the present time period, Tuesday, 9 p.m., through the next season.

# NARTB SERVICE

## Units Start New Projects

By J. FRANK BEATTY

THREE separate segments of NARTB last week embarked on expanded service projects and at the same time started competing for trade association dollars.

NARTB Radio, under board and membership mandates, is operating normally during the interim period pending June 4 assumption of the presidency by Harold E. Fellows, WEEI Boston. Two station relations staff members are on the road signing up members.

NARTB Television, awaiting appointment of a top executive who is expected to be Mr. Fellows' opposite number, has 60 TV stations signed or promised. Board members will personally solicit the 47 stations not yet in the fold.

Broadcast Advertising Bureau Inc. is going after non-NARTB members, who can enjoy BAB services by paying a special rate. NARTB members contribute 30% of their dues to BAB unless they decide not to take the service. In that case their NARTB dues are cut 30%.

Symptoms of unrest among troubled FM stations have been developing in recent weeks, apparently based on the belief that NARTB should expand its FM department. This feeling was apparent at the Chicago convention but did not crystallize into demand for an autonomous organization similar to NARTB Television.

### Action On TV

The TV organization moved into action last Monday under direction of its temporary general manager, Thad H. Brown Jr., TV general counsel, on a series of projects specified by the TV board and membership.

It became apparent at the NARTB Chicago convention that the TV membership is dead serious in demanding autonomy within NARTB.

While TV activities are conducted under the NARTB roof, the video staff is working independently in most cases. Mr. Brown is directing an examination of the football telecasting problem to determine if National Collegiate Athletic Assn.'s steering committee was within its rights in drawing up a skeleton coverage plan for the autumn and if the plan is legal. Dept. of Justice is reviewing the plan.

The TV organization followed up convention protest against the Benton resolution, calling for a Senate TV investigation, by officially notifying Capitol Hill and other official sources of the membership's opposition.

Preliminary work has started on the plan to draw up TV program standards, with likelihood that a summer conference will be called. A special program standards committee is headed by Robert D. Swezey, WDSU-TV New Orleans.

Another TV committee, soon to be in action, will study air-raid alert problems. Composed of technicians, this committee is to study means of avoiding a TV shutdown in case of an alert. Other projects before the TV organization deal with the FCC's proposed reallocation of the VHF band and opening of the UHF band.

Judging by present signs, the top-level NARTB - Television job, general manager or director, will not be filled until the selection committee holds its June 2 meeting at Williamsburg, Va., just prior to the NARTB June 4 meeting in Washington. Such names as Wayne Coy, FCC Chairman; Eugene S. Thomas, WOR-TV New York; Lee B. Wailes, vice president in charge of operations of Fort Industry Co., and Mr. Brown have been mentioned, it is understood. Chairman of the selection committee is George B. Storer, Fort Industry president.

A new NARTB television information service is to be started this week under Mr. Brown's direction. A bi-weekly member letter, along the general lines of the NARTB management letter, will be published. It will be supplied all TV members as well as applicants and others who are affiliated via the special service membership.

Proposal to collect FM promotion material and success stories for a general FM promotion campaign was made last week by Robert E. Williams, WFML (FM) Washington, Ind. Mr. Williams sent his plan to 135 station operators. He said in his letter that he was not advocating an autonomous FM association but rather to advance FM broadcasting.

However, he added, "it is becoming more evident every day" that an autonomous FM association "may be what we will need. I am going to try to do what an FM association could do with 'The FM Story.' It is a big job and I am familiar with the early failure of the old FMA, but after all that was a long time ago in comparison with the story we have to tell now, that was not available then due to FM being in its infancy."

### FM Promotion Project

The NARTB FM Dept. has been collecting material for some time and is in the middle of a promotion project based on data supplied by FM outlets.

Mr. Williams, in pointing to convention activity on behalf of FM by Josh Horne, WFMA (FM) Rocky Mount, N. C., observed: "To say that he affiliated his successful FM station with CBS clearly indicates his initiative in the FM field. His desires to see FM advance were evident through his effort to bring FM broadcasters together. Even some of us who had dropped our NAB memberships were invited."

Judge Miller last week named a board committee to study the report of the Special Test Survey Committee, which has recommended that NARTB take the lead in underwriting an industry evaluation of audience measurement techniques [BROADCASTING • TELECASTING, March 5]. Chairman of the test group was Dr. Kenneth H. Baker, NARTB research director.

Named to the board group by Judge Miller were Mr. Fellows; Edgar Kobak, WTWA Thomson, Ga.; Leonard Kapner, WCAE Pittsburgh; H Quenton Cox, KGW Portland, Ore.; Calvin J. Smith, KFAC Los Angeles; Chris Witting, DuMont network.

**IN TRIBUTE to the late John Gillin Jr., president of WOW Omaha, these radio-TV leaders wore a rose bud, known as "the Gillin Boutonniere," at the NARTB Convention in Chicago. L to r: Harold E. Fellows, NARTB president-elect and WEEI Boston general manager; Joseph H. McConnell, NBC president; Wayne Coy, FCC chairman, and Cleo Kathas, NARTB, shown pinning the rose on Mr. Coy.**

# PROCTER & GAMBLE

## Top Feb. Radio Buyer

PROCTER & GAMBLE Co. again in February was top purchaser of national radio network time, spending $1,481,138 before discounts, according to figures on radio network advertising compiled by Publishers Information Bureau. P&G total time purchases were more than twice those of General Foods, ranked second for the month with a total of $689,183

*(Continued on page 36)*

TABLE I

Top Ten Network Advertisers for February 1951

| | | |
|---|---|---|
| 1. | Procter & Gamble | $1,481,138 |
| 2. | General Foods | 689,183 |
| 3. | Sterling Drug | 638,536 |
| 4. | General Mills | 593,013 |
| 5. | Lever Brothers | 544,422 |
| 6. | American Home Products | 486,407 |
| 7. | Liggett & Myers | 475,609 |
| 8. | Campbell Soups | 442,318 |
| 9. | Colgate-Palmolive-Peet Co. | 407,991 |
| 10. | Miles Labs | 359,962 |

TABLE II

Leading Network Advertisers by Product Groups for Feb. 1951

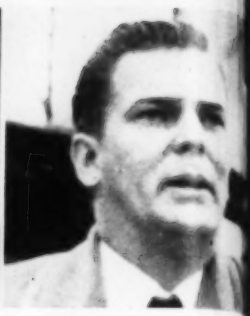
| | | |
|---|---|---|
| Agriculture & Farming | Allis-Chalmers Mfg. Co. | $ 33,486 |
| Apparel, Footwear & Acces. | Frank H. Lee Co. | 47,184 |
| Automotive, Automotive Acces. and Equip. | Electric Auto-Lite Co. | 76,596 |
| Aviation, Aviation Acces. & Equip. | ..... | ..... |
| Beer, Wine & Liquor | Pabst Brewing Co. | 121,715 |
| Building Materials, Equip. | Johns-Manville Corp. | 97,699 |
| Confectionery & Soft Drinks | Mars Inc. | 158,655 |
| Consumer Services | United States Government (Army & Air Force Recruiting Serv.) | 170,108 |
| Drugs & Remedies | Sterling Drug, Inc. | 597,638 |
| Entertainment & Amusements | ..... | ..... |
| Food & Food Products | General Foods Corp. | 663,831 |
| Gasoline, Lubricants & Other Fuels | Standard Oil Co. of Indiana | 121,312 |
| Horticulture | Ferry-Morse Seed Co. | 12,042 |
| Household Equip. & Supplies | Philco Corp. | 123,229 |
| Household Furnishings | Armstrong Cork Co. | 35,488 |
| Industrial Materials | U. S. Steel Corp. | 107,040 |
| Insurance | Prudential Life Insurance Co. | 107,756 |
| Jewelry, Optical Goods & Cameras | Longines-Wittnauer Watch Co. Inc. | 100,792 |
| Office Equip., Writing Supplies & Stationery | Hall Brothers | 70,728 |
| Publishing & Media | Prentice-Hall Inc. | 17,976 |
| Radios, TV Sets, Phonographs, Musical Instruments & Acces. | RCA | 159,703 |
| Retail Stores & Shops | Dr. Hiss Shoe Stores | 1,056 |
| Smoking Materials | Liggett & Myers Tobacco Co. | 475,609 |
| Soaps, Cleansers & Polishes | Procter & Gamble Co. | 976,727 |
| Sporting Goods & Toys | ..... | ..... |
| Toiletries & Toilet Goods | Procter & Gamble | 366,354 |
| Transportation, Travel & Resorts | Assn. of American Railroads | 67,660 |
| Miscellaneous | American Federation of Labor | 93,252 |

Perry Wolff, Writer— "The Quiet Answer"

Elmer Davis, ABC Commentator

Mr. & Mrs. Ronald Colman, "Halls of Ivy"

Bob Hope, Commentator — "Quick and The Dead"



Robert E. Long, Dir.— Radio Free Europe

# PEABODY WINNERS

## Five Stations, Network Programs Cited

HONORS for the best in radio and television during 1950 were announced last Thursday at the 11th annual presentation of the George Foster Peabody Awards. List included, among others, five stations and programs of all four networks.

Awards were made by Edward Weeks, editor of the *Atlantic Monthly* and chairman of the Peabody advisory board, at the Radio Executives Club of New York luncheon in the Waldorf-Astoria Hotel.

Robert Saudek, ABC vice president and assistant to the president, presided, and Dean John E. Drewry, Henry W. Grady School of Jounralism, U. of Georgia, made the introductions. Several hundred leading radio and TV figures attended along with mayors of New York and Louisville.

### Radio, TV Coverage

The award presentation was broadcast and telecast on ABC and ABC-TV.

Annual awards are to perpetuate the memory of the late George Foster Peabody, native Georgian and successful New York banker. By legislative act, he became a life trustee of the U. of Georgia.

WBBM (CBS) Chicago was selected in the regional radio public service category for *The Quiet Answer*, which went into the "critical local problem" of tensions in race relations in Chicago. WBBM sought cooperation of 16 agencies and a panel of authorities for the interview-drama-music series which was scheduled at the season "usually characterized by racial violence." High public acceptance and resultant improved local legislations were noted in the citation along with the series' "careful preparation, the intensive publicity, the skilled presentation and the follow-through [that] may serve as a model for local public service."

WFPL (FM) Louisville, noncommercial educational FM station of the Free Public Library, Louisville, was cited for programming since its inception Feb. 18, 1950, in which cultural resources of the library were extended to schools and home alike.

In the reporting and interpretation of the news category, Elmer Davis of ABC was selected. Citation was given CBS' *Hear It Now*.

Mr. Davis, winner of a Peabody award for the third time, was lauded for his "reassuring and edifying" presentation of news during a year of "anxiety" in a manner that encompassed "sanity, horse sense and that dry Hoosier wit."

*Hear It Now* was described as a "brilliant" application of tape recording to the purposes of the news summary, by which "the listener is privileged to hear the news from the very individuals who made it." Accolade was given network stations, CBS staff members and tape engineers for their effort toward the show's success.

### Drama Awards

The radio entertainment (drama) award was conferred on *Halls of Ivy*, NBC program, which was praised as a mixture of wit and charm "with liberal and enlightened social philosophy." Mr. and Mrs. Ronald Colman, principal actors, and Writers Don Quinn and Walter Brown Newman demonstrated that radio comedy can be successful "even at the risk of being intelligent," it was stated.

Radio entertainment (music) honor went to Metropolitan Opera (ABC) sponsored by The Texas Co. The award not only praised the regular offerings of the opera

*(Continued on page 64)*

## Winners of George Foster Peabody Awards

*Radio*

- **Public Service by a Regional Station—WBBM (CBS) Chicago, *The Quiet Answer*.**
- **Public Service by a Local Station—WFPL (FM) Louisville Free Public Library.**
- **Reporting and Interpretation of News—Elmer Davis, ABC. Citation to *Hear It Now*, CBS.**
- **Entertainment (Drama)—*Halls of Ivy*, NBC.**
- **Entertainment (Music)—Metropolitan Opera, ABC. Citation to Ira Hirschmann, WABF (FM) New York.**
- **Education—*The Quick and the Dead*, NBC.**
- **Contribution to International Understanding—"Radio Free Europe." Citations to WNYC New York for UN coverage and *Pursuit of Peace*, MBS and UN Radio.**

*Television*

- **Entertainment—Jimmy Durante, NBC.**
- **Education—Citation to *The Johns Hopkins Science Review*, WAAM (TV) Baltimore-DuMont Television Network.**
- **Children's Program—Double award to *Zoo Parade*, NBC, and *Saturday at the Zoo*, ABC.**

*Special Awards*

**To ABC, its president, Robert L. Kintner, and his associates, Robert Saudek and Joseph McDonald, for their courageous stand in resisting organized pressures and their reaffirmation of basic American principles.**

**To *Providence Journal*, its editor and publisher, Sevellon Brown, and its reporter, Ben Bagdikian, for its series of articles analyzing the broadcasters of top commentators, etc.**

Edward R. Murrow, "Hear It Now"

Seymour Siegel, WNYC New York

Wm. M. Fineshriber Jr., MBS VP. Chg. Programs

Norman Corwin, Dir. Special Prog. UN

Ira Hirschmann, WABF (FM) New York

# FCC PROCEDURES
## Hill Group Studies Staff Role

By FRED FITZGERALD

REP. Charles A. Wolverton (R-N. J.) and several members of the House Interstate & Foreign Commerce Committee last week levelled fire at the FCC's practice of consultation between Commissioners and staff members. As hearings on the McFarland Bill (S 658) resumed, Rep. Wolverton tenaciously interrogated Commission Chairman Wayne Coy as to the extent of these consultations.

One result was a warm exchange Wednesday when the Chairman denied, in contrast to Rep. Wolverton's claim, that he (Mr. Coy) had previously said "testimony and evidence" was injected by experts outside the record of adjudicatory proceedings.

Mr. Coy, speaking from the floor on recognition of the committee chairman, maintained that he did not make "such characterizations" in his testimony. "Nor did I use those words," he continued. "I talked about testimony in the record and not any new testimony."

"At one time," persisted Rep. Wolverton, "you said 'evidence'; another time you spoke of 'testimony.'"

The Congressman conceded that the expressions might have been made "inadvertently" but declared that he was just as positive as the Chairman as to whether or not it had been said.

The Tuesday through Thursday portion of the hearings was devoted to cross-examination of Mr. Coy, Comrs. Robert F. Jones and Rosel Hyde. Messrs. Jones and Hyde are not in agreement with the FCC majority on certain portions of the bill which would amend the Communications Act. Industry testimony was scheduled for last Friday (see AT DEADLINE).

### Opposes Separation

Chairman Coy, Tuesday summarized his previous testimony [BROADCASTING • TELECASTING, April 16, 9]. He laid particular stress on the FCC majority opposition to the proposed separation of Commissioners from staff members, other than special or legal assistants, in adjudicatory matters.

Rep. Wolverton launched a series of questions to determine the "relative importance" which Commissioners attach to "staff consultations" in handling such cases.

The Chairman emphatically stated that such discussions dealt only with Commission rules and regulations, procedures of law, precedents in other cases, and that at no time was new evidence injected. Mr. Coy firmly declared that the Commissioners ruled on the basis of the case record alone.

The exchanges between Chairman Coy and the New Jersey congressman became tart when the latter sought to pose a hypothetical instance of possible "influence."

"We exercise our individual judgment," retorted the Chairman adding that Commissioners do their own thinking.

Rep. Wolverton pointedly observed that the courts of the land hear cases, consider evidence and render judgments without relying on "some third party."

The Chairman bluntly declared he could not accept that parallel, that regulatory agencies have "different problems."

Rep. Percy Priest (D-Tenn.) interjected in "clarification" of the Chairman's views that the House Interstate & Foreign Commerce Committee operated in just that manner with procedure that allows consultation with staff members after holding open or closed hearings on proposed legislation.

Rep. Wolverton persisted that there is an "obligation" to let all pertinent facts be known to all parties in an FCC proceeding. He told Mr. Coy:

"There is nothing, in my judgment, in the law that contemplates the procedure you have indicated!"

This line of questioning was taken up by several other committee members, particularly Reps. Leonard Hall (R-N. Y.), John W. Heselton (R-Mass.), James I. Dolliver (R-Iowa) and Joseph P. O'Hara (R-Minn.).

Rep. Hall said "We have in our courts terrifically important cases —yet Congress has not seen fit to assign special assistants [there]."

Comr. Jones took the stand at the conclusion of Monday's hearings to offer proposed changes in the McFarland Bill's Sec. 5, covering reorganization of the Commission, and Sec. 17, which sets up procedure in rehearing before the Commission.

Wednesday morning Comr. Jones again testified on his proposals, which alter the last 10 lines of Sec. 5 (b) to read:

**The Commission shall establish a staff, directly responsible to it, and to no other employe, officer or officers thereof, which staff shall include such legal, engineering and accounting personnel as the Commission deems necessary, whose duty shall be to prepare such drafts of Commission decisions, orders and other memoranda as the Commission, in the exercise of its quasi-judicial duties, may from time to time direct: PROVIDED, that no member of such staff shall participate in a hearing before the Commission, a Commissioner, a Board thereof or one or more examiners provided for in Sec. 11 of the Act of June 11, 1946 (60 Stat. 244), designated by the Commission, directly or indirectly, in a prosecutory or investigatory function, proceeding, or any litigation arising under the Communications Act of 1934, as amended.**

Comr. Jones proposed revising Sec. 17 of the bill which would amend the Communications Act's Sec. 409 (c) to read as follows:

**"(c) Notwithstanding the provisions of section 5 (c) of the Act of June 11, 1946 (60 Stat. 239), save to the extent required for the disposition of EX PARTE matters as authorized by law, no officer who presides at the reception of evidence pursuant to (a) and (b) hereof shall consult any person or party on any fact or question of law in issue, unless upon notice and opportunity for all parties to participate; nor shall such officer be responsible to or subject to the supervision or direction of any other person engaged in the performance of investigatory, prosecutory or other functions for the Commission or any other agency of the Government. No officer, employe or agent engaged in the performance of investigatory or prosecutory functions for the Commission, a Board thereof, or in any litigation before a court pursuant to the Communications Act of 1934, as amended, shall advise, consult or otherwise participate in the taking of any action required by (a) and (b) hereof, and no initial decision required herein shall be reviewed for the Commission, either before or after its publication, by any person other than Members of the Commission or personnel employed regularly and full time in the immediate office of any Member of the Commission. The foregoing provisions shall not operate to prevent a member or members of the Review Staff provided by subsection 5(b) from preparing, without recommendation, a sum-**

*(Continued on page 93)*

**STAFFERS of both Standard Radio Transcription Services and United Television Programs were on hand at the Stevens Hotel during the NARTB convention. L to r: Jack Voglin, television film producer represented by UT; Gus Hagenah, vice president of Standard who makes his headquarters in Chicago, and an unidentified station man.**

# GOVERNMENT BANDS
## Would Give FCC Power

FCC would be given authority to assign frequencies for governmental station use under a measure (S 1378) introduced last Tuesday by Sen. Ed C. Johnson (D-Col.).

Such a move on Capitol Hill had been indicated at the time President Truman's Temporary Communications Policy Board released its report on a study of a national communications policy [BROADCASTING • TELECASTING, April 2]. This study took in the problem of spectrum space.

According to the Johnson proposal, the procedure of allocating frequencies to government stations would follow this pattern:

- Continuance of the present provision within the Act which does not make the government station subject to Secs. 301 and 303 which deal with FCC licensing powers.
- Assignment of frequencies by FCC to each government station or class of stations, subject to Presidential approval.
- Public hearings by FCC, along with public announcement of the assignment except where the interest of national security is involved.

It was understood that the thinking underlying the bill is (1) the FCC would have the initial responsibility of assigning space in the radio spectrum but (2) in the instance where the military seeks protection, the requested assignment could be worked out privately between the Commission and the military.

Both Sen. Johnson and the President's board recognize the dual control which seems to exist between the Interdepartment Radio Advisory Committee (IRAC) and the Commission, according to those close to the problem.

### Varied Approach

But, they state, although there is agreement on the "ills," Sen. Johnson and the board apparently are approaching a solution differently.

The policy board's report recommended "immediate" establishment of a top government communications policy unit within the Office of the President.

However, Sen. Johnson wants the initial study of *all* assignment requests to rest with the FCC, a practice which he believes would do away with dual control.

By enacting a law giving FCC this prerogative, Congress would continue to exercise legislative authority over communications, according to Sen. Johnson's view. The Coloradan had voiced concern that the executive branch of government would usurp this control.

This was seen when, in the wake of the report's release last March, Sen. Johnson expressed surprise at what he felt was the apparent absence of concrete legislative proposals.

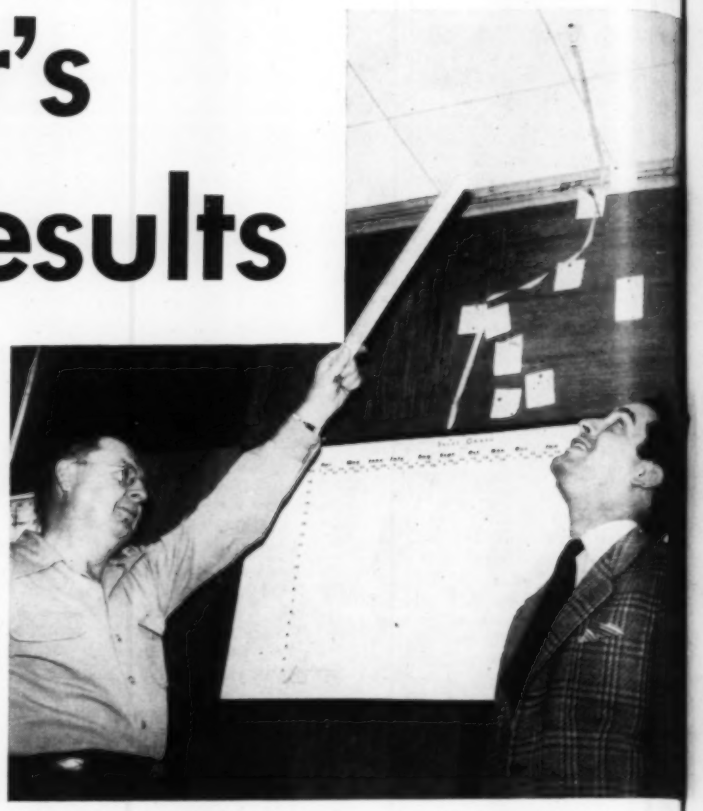
Since the report by the temporary policy board envisioned the creation of a permanent advisory board within the executive office, there would be no necessity for Congressional action.

There is speculation that if Congress passed legislation as proposed by Sen. Johnson, the President would probably delegate an advisor or consultant to work with the FCC on government frequency requests.

Sen. Johnson's bill was referred to the Senate Commerce Committee, of which he is chairman.

*Sales chart tells the story of . . .*

# Nic-L-Silver's Radio-TV Results



*Mr. Lippincott (l) shows Mr. Anderson how battery sales have jumped since the firm started its radio-television advertising.*

* * *

ASTUTE use of radio and television, combined with alert merchandising of its advertising gains, has catapulted Nic-L-Silver Battery Co. of Santa Ana, Calif., into a key position in the highly competitive West Coast automotive accessory field.

This is attested to by George Lippincott, president and owner, who credits both media for the phonemenal success story of his firm. For from the day that he first decided to test radio in the West's highly competitive market of San Diego sales have skyrocketed.

"Our use of radio and television in the Pacific Coast market area has increased sales by nearly 300% in the four months we have relied on these media," Mr. Lippincott stated.

In that period, Nic-L-Silver increased production from 350 batteries a day to a peak of 4,700 per day, work charts show. During the months of December and January advertising-created demands were such that the plant was running nearly 40,000 orders behind.

Neither the product nor the campaign were new, but success of both looms as a tribute to an up-and-coming western business.

Since the day when Robert F. Anderson, account executive of Anderson-McConnell Adv. Agency, Los Angeles, walked into Mr. Lippincott's office with an idea, on Oct. 4, 1950, the pair has made history in one of industry's most competitive fields.

Coming to the office with a presentation for the firm's account, Mr. Anderson was abruptly waved to silence by Mr. Lippincott. He had just one question to ask: "Have you ever sold batteries?" Mr. Anderson said he hadn't. Mr. Lippincott told him to sell some and then come back.

"Sell batteries," is exactly what Mr. Anderson did. When he came back to Mr. Lippincott's office a few days later, the agency account executive slapped a loaded order book down on the desk and said, "now about this presentation?"

Impressed by Mr. Anderson's attack on the problem, he was willing to look and listen. Mr. Lippincott engaged Anderson-McConnell Adv. Agency to handle Nic-L-Silver Battery advertising.

Mr. Anderson proposed to test in San Diego, and accordingly ordered a four-week spot announcement campaign on KCBQ KFMB KFSD KGB KSDO there.

* * *

*While former All-American football star Tom Harmon writes copy for his* Silver Sports Review *on 16 Columbia Pacific Network outlets, Meredith Pratt (l), network account executive, and Robert Anderson, agency account executive, offer their approval.*

## Campaign Keynoted By Token, Slogan

Keynote of the campaign was a Nic-L-Silver token, good for a dollar toward purchase of the new battery. The slogan used was "when you buy a Nic-L-Silver battery, you drive a good bargain."

San Diego was chosen for the test because local radio stations have to compete with powerful stations located just across the border in Tiajuana, Mexico. To succeed in a market as difficult on mail pull as San Diego practically guaranteed that the campaign would work.

It succeeded so well that on Nov. 12 Nic-L-Silver began to sponsor participations in *Tom Harmon Show* on KNX Hollywood. After six weeks with Mr. Harmon on a local basis, the firm introduced that sports figure to network audiences by sponsoring a 15-minute Sunday series, *Silver Sports Review* on 16 Columbia Pacific Network stations.

Using the token giveaway to stimulate consumer reaction, Nic-L-Silver soon had 300 distributors and more than 3,000 dealers on the West Coast and also in Texas. (Direct mail advertising only is used in Texas.) Nic-L-Silver is still adding dealers at the rate of nearly 100 per week. A goal of 5,000 is set as the top figure.

At present, in addition to *Silver Sports Review* and *Sports Review with Harmon* on KNX (which was also sponsored for about six weeks on KTTV (TV) Hollywood), Nic-L-Silver utilizes newscasts on KMPC and KFI Los Angeles, KFSD San Diego, KFRE Fresno, KOY Phoenix; transcribed *Bold Venture* on KTAR Phoenix; disc programs on KSDO San Diego and KLAC Hollywood; farm news on KUBA Yuba City, Calif.

## Most Sponsorship On Participating Basis

With the exception of Mr. Harmon's regional network program and *Bold Venture*, all Nic-L-Silver sponsorship is on a participation basis. Additionally, the company uses spot announcements following key sports events on KLAC-TV.

*(Continued on page 38)*

# NEWSPAPER GROSS

## Near $500 Million in '50

NATIONAL ADVERTISERS spent $499,019,000 for newspaper space during 1950, largest amount ever spent by this group in any single advertising medium, Irwin Maier, publisher of the *Milwaukee Journal* (WTMJ-AM-TV) and board chairman of the Bureau of Advertising, American Newspaper Publishers Assn., announced Wednesday afternoon at the bureau's session of the 65th annual ANPA convention, held Tuesday through Thursday at the Waldorf-Astoria, New York.

Mounting costs of publishing and ways to meet them without losing readership and advertising in the face of increased competition from the radio and television broadcasters were the chief topics of discussion during the three-day meeting. Noting that newspaper wages are among the highest paid today and that materials needed to produce newspapers are becoming more expensive and in some cases hard to get at any price because of the defense program, ANPA President Edwin S. Friendly, *New York World-Telegram and Sun*, told the small newspapers meeting Tuesday that "television has become another medium competing for the advertising dollar—and we must apply ourselves more than ever to continuing to get an ever-increasing portion of these dollars."

Newspaper circulations in the United States and Canada hit a new high daily average of 57,000,600 copies for the six months ending Sept. 30, 1950, a gain of more than a million copies a day, Mr. Friendly said at the opening of the general sessions Wednesday morning. At the same meeting, R. M. Fowler, president. Newsprint Assn. of Canada, relieved fears of a newsprint shortage this year by predicting that the 1951 supply will run "very close to 6 million tons," about 85,000 more tons than publishers received last year. Mr. Fowler qualified his statement by saying it would be true only if all-out war does not develop and if emergency conditions do not curtail the supply of essential materials and manpower.

### No Adverse Effect

No adverse effects of television on newspaper circulation were reported and there seemed to be a feeling that video coverage of major news was actually whetting the appetite of viewers for the printed accounts in their newspaper. Richard Jackson, *New Haven Register*, an evening newspaper in a community with its own TV station and within the fringe area for New York TV stations, said that if TV did begin to cut in, he would go to larger type and a generally easier-to-read dress to make his paper more inviting. He also said that he might publish at an earlier hour, so that people could read their papers before settling down for their evening televiewing.

ANPA's Federal Laws Committee recommended that the McFarland Bill (S 658) to amend the Communications Act should include a provision to prohibit discrimination against newspaper applicants for radio or television station licenses. "While the opinion has been expressed that this is not necessary because the Commission has stated that it cannot under the law refuse a license to a newspaper simply on the ground that it is a newspaper, the fact remains that on a comparative basis as between two applicants for stations, the Commission has been known to be biased against the newspaper applicant," the committee reported, adding its opinion "that Commission bias should be prohibited in the law itself."

ANPA membership now totals 774 newspapers, of which 419 have circulations between 10,000 and 50,000 (54%) and 144 have circulations of less than 10,000 (18%), it was reported.

Bureau of Advertising has a membership of 975, including all but 28 papers of more than 50,000 circulation, and an annual budget of about $1.25 million to spend in promoting newspapers as an advertising medium, Mr. Friendly stated at the opening of the Wednesday afternoon meeting.

Mr. Maier, in reporting the 1950 national advertising volume in newspapers of just under the half-billion-dollar mark, pointed out that other media are conscious of newspapers' top position and that Broadcast Advertising Bureau, for one, is getting ready to challenge this lead, with other media not far behind.

### Ad Expenditures

Whatever the competitive effect of broadcast media on newspaper advertising may be, during 1950 the manufacturers of radio and TV sets spent $16,507,000 for newspaper space—and that's at the national level only and does not include local advertising of radio and TV dealers—representing a gain of 98.9% over their 1949 expenditures for newspaper space, ANPA reported.

Broadcast stations spent $6,097,000 for newspaper space in 1950, a gain of 39.4% over 1949. Miscellaneous radio and television advertising in newspapers during 1950 totaled $156,000, up 88% from the year before. This all adds up to national newspaper revenue of $22,760,000 from the radio and television industry last year, a gain of 78.4% over 1949. Figures are compiled by the bureau's research department, headed by William G. Bell.

Main portion of the bureau program was a semi-dramatic presentation, with David Ogilvy, vice president, Hewitt, Ogilvy, Benson

*(Continued on page 72)*

# ANPA ELECTION

## McCahill New President

CHARLES F. McCAHILL, general manager, *Cleveland News* (WHK-AM-FM), was elected president of ANPA at the annual business session Thursday noon. His election was anticipated as he had served the previous two years as vice president, which is the normal preparation for the top ANPA office.

More stress was given the election of George C. Biggers, president, Atlanta Newspapers (WSB-AM-FM-TV), as vice president, as this makes him the logical candidate for president two years hence. J. L. Stackhouse, *Easton Express* (WEEX (FM)) was re-elected secretary and William L. Fanning, Westchester County Newspapers, White Plains, N. Y. (WFAS-AM-FM), was re-elected treasurer. All officers were elected for one-year terms. All officers for the coming year come from newspapers with radio affiliations.

Directors elected for two-year terms are: Elbert M. Antrim, *Chicago Tribune* (WGN-AM-FM-TV); William G. Chandler, Scripps-Howard Newspapers (Scripps-Howard Radio); Edwin S. Friendly, *New York World-Telegram & Sun;* J S Gray, *Monroe* (Mich.) *Evening News;* W. J. Blackburn, *London* (Ont.) *Free Press* (CFPL). Mr. Friendly automatically became a board member as retiring president. Messrs. Antrim, Chandler and Gray were re-elected. William Swight, *Holyoke* (Mass.) *Transcript-Telegram* (WHYN-AM-FM), was elected for one year, to fill out the unexpired portion of Mr. Biggers' terms as director.

Registration at the three-day convention hit a new high of 1,245, just topping last year's record of 1,215.

# RADIO DEMAND

## Receiver Market Soaring

PUBLIC demand for radio receivers is running at the highest point since the immediate postwar years, judging by production figures compiled by Radio-Television Mfrs. Assn.

Two-year upward trend in manufacture of sets has continued through April, not affected by the falling off in demand for TV receivers.

Including late April production, 83,444,000 radio sets have been produced since the end of World War II.

This unprecedented radio demand, far outstripping anything in the history of the appliance field, has occurred while the production of TV receivers has been skyrocketing.

One million more radio receivers were manufactured in the first three months of 1951 than were produced in the same 1950 period, according to RTMA figures.

Production of TV sets has been falling off in recent weeks because of credit restrictions, the FCC video freeze, material shortages and temporary over-production. A decline in demand for automobiles has paralleled the TV trend.

At the same time output of radios in the first three months of 1951 totaled 4,348,218 sets compared to 3,343,600 in the same period last year.

Manufacturers produced 2,194,000 TV sets during the first quarter of 1951 compared to 1,605,200 in the same period last year.

TV output started to taper off the first week in March as the set industry felt the same slackened demand that hit many hard goods lines. This slackening did not hit the radio receiver field, however.

Video set production dropped from 190,291 sets produced the first week in March to 133,570 for the second week in April.

This slow demand has forced dealers to cut TV prices and offer everything from free record players to table lamps with each video set purchase. Manufacturers believe the slowdown is only temporary, however.

Weekly rate of radio set production has ranged between 325,000 and 360,000 units since the Jan. 1 holiday week, according to RTMA figures. Highest output was that of the week ended March 2, with 367,322 radio sets turned out. Aside from the holiday week, production has remained well over 300,000 weekly right into mid-April.

Radio output for the week ended April 13 was 351,652 sets, consisting of 158,206 home, 155,374 auto and 38,072 portable receivers.

This heavy radio production not only exceeds that of 1950 but is far ahead of 1949. Weekly radio production rate in 1949 ran between 200,000 and 250,000 during the first quarter compared to the 334,000 rate in 1951.

### 1950 Set Output

In 1950 there were 14,589,900 radio sets manufactured compared to 11,400,000 in 1949, 16,500,000 in 1948 and 20,000,000 in 1947.

The total production of 83,444,000 radio sets since the war does not include AM and AM-FM tuners in TV sets, according to RTMA data.

**SOME OF those present at the 33d annual AAAA meeting** [BROADCASTING • TELECASTING, **April 23**] **were: TOP PHOTO: (l to r) J. C. Cornelius Jr., BBDO; Niles Trammell, NBC; Thayer Cumings, BBDO, and Fred B. Manchee, BBDO. CENTER PHOTO: Albert W. Sherer, McCann-Erickson; Fairfax M. Cone, Foote, Cone & Belding; Laurence L. Shenfield, Doherty, Clifford & Shenfield; Dr. Ernest Dichter, meeting speaker and Frederic R. Gamble, president, AAAA. BOTTOM PHOTO: Seated, Wilbur VanSant, VanSant, Dugdale & Co.; Louis N. Brockway, Young & Rubicam, and John P. Cunningham, Cunningham & Walsh, standing, Earl Ludgin, Earl Ludgin & Co.; Frederic Gamble, AAAA, and George Link Jr., AAAA legal counsel.**

# DPA HEAD

## Harrison Resigns Post

WILLIAM H. HARRISON last week resigned as Defense Production Administrator to return to his post as president of the International Telephone & Telegraph Co. His resignation, accepted Thursday by President Truman, is effective tomorrow (Tuesday).

Gen. Harrison was named last September to head up the National Production Authority and later, in December, transferred to the Defense Production Administration, which supervises all allocation and procurement activities. In resigning he expressed belief that "the rearmament program and related activities in the field of material supply and allocations are making sound progress, in the public interest."

No successor had been announced late Thursday, although a number of candidates, among them John Small, Munitions Board chairman, had been mentioned for the top allocation post. Gen. Harrison was understood, however, to have recommended his own successor.

President Truman praised Gen. Harrison's contribution to the mobilization effort, particularly "in getting construction started on new faeilities to expand productive capacity in many industries, and in establishing workable methods for channeling the flow of scarce materials to their most important uses."

The IT&T official said his resignation was in accordance with arrangements he had made eight months ago when he came to Washington. In 1940 he had headed the construction division of the National Defense Advisory Committee and later the Office of Production Management.

# WCMB GRANT

## Given 5 kw on 1460 kc; WHGB Switch Denied

PROGRAM ISSUES were cited by FCC Hearing Examiner Hugh B. Hutchison last Tuesday as the principal factor in his conclusions to recommend that WCMB Lemoyne, Pa., be granted switch from 1 kw daytime on 960 kc to 5 kw fulltime on 1460 kc, directional.

The examiner's initial decision would deny the competitive bid of WHGB Harrisburg, Pa., to change from 250 w fulltime on 1400 kc to the 1460 kc assignment. The proposed grant to WCMB is limited by engineering conditions and provision that a construction permit will not be issued until WHP Harrisburg is licensed to operate on 580 kc with 5 kw fulltime. WHP, now licensed on 1460 kc with 5 kw day and 1 kw night, holds a CP for 580 kc and is preparing to operate on that channel under program test authority.

**Equitable Distribution Issue**

Since both Lemoyne and Harrisburg are part of the same metropolitan district and a regional frequency is involved, the examiner concluded that Sec. 307 (b) of the Communications Act is not applicable and the comparison between the two applicant stations would have to be made upon past and proposed program performance. Sec. 307(b) requires that broadcast facilities be equally and fairly distributed. But FCC policy directs that Sec. 307(b) will apply to mutual applicants in different cities of the same metropolitan area only when a local channel is involved, the decision explained.

The hearing examiner concluded that in the past WCMB has presented a program service "which has been far more effectively geared to fulfill the diversified local needs . . . than has Station WHGB. Moreover, a comparison of the program services proposed by these applicants indicates that the WCMB proposals are designed to serve the various local needs and interests of this entire metropolitan area on a much more comprehensive basis than those of its competitor."

Citing data from the composite week of 1949, the examiner said WCMB devoted 26% of its total time to local live programs while WHGB devoted only 5.64%. According to future proposals, WCMB would devote 36% of its time to such shows while WHGB would devote 6.01%, he said.

The examiner also noted WCMB has "actively promoted the development of local live talent" throughout the metropolitan district, has aired numerous school and city sports events, farm shows and forums on local controversial issues.

The examiner noted that while WCMB planned to affiliate with a national network if such affiliation were offered, the station proposes to continue airing important local programs during the day and would reserve an average of two hours daily for such programs during the 6-11 p.m. period.

WCMB is licensed to Rossmoyne Corp. WHGB, ABC affiliate, is licensed to Herbert Kendrick and G. L. Hash d/b as Harrisburg Broadcasting Co.

# KXGI SALE

## Walker, Mackin To Buy

CARSON RADIO Inc., licensee of KXGI Fort Madison, Iowa, has sold the station to Col. William E. Walker and Joseph D. Mackin of WMAM Marinette, Wis., subject to FCC approval. Sale price was $41,000 plus "some adjustments."

A. Orrie Carson is president of KXGI, a 500 w daytimer on 1360 kc which took the air three years ago. Col. Walker is president and Mr. Mackin general manager of WMAM. Sale was made during the NARTB convention in Chicago by Blackburn-Hamilton.

# CALL CHANGE

## WBMS Becomes WHEE!

WBMS Boston yesterday (Sunday) changed its call letters to WHEE! Lambert B. Beeuwkes, vice president and general manager, announced at the same time that the station will offer segmented music shows, featuring jazz, Dixieland, and floor show music intermittently throughout the day.

**Mr. Beeuwkes**

The station, 1 kw on 1090 kc, is a member of the Friendly Group. Mr. Beeuwkes formerly was with WDAS Philadelphia, KYW Philadelphia and WXYZ Detroit.

# DAMAGE SUIT

## Filed Against WAGA

SECOND suit asking $300,000 damages has been filed against Fort Industry Co. and James E. Bailey, as managing director of WAGA-AM-FM-TV Atlanta, in connection with a strike of NABET technicians. This suit was filed by Jim C. Brannon, technician. It is similar to a suit filed by Clifford Rogers [BROADCASTING • TELECASTING, March 19].

Mr. Brannon charged WAGA filed a $10,000 damage suit against him, as well as two other technicians, for the purpose of "defaming, slandering and libeling him by false, malicious charges and the giving of prominence and publication to said charges." In its suit WAGA had charged the technicians with sabotaging WAGA-TV equipment [BROADCASTING • TELECASTING, Jan. 29, 22]. Mr. Brannon denied the WAGA charges.

# MOODY SERIES

## Senator To Continue Program

NEWLY-APPOINTED U. S. Senator Blair Moody (D-Mich.) plans to continue his transcribed radio show *Meet Your Congress*, BROADCASTING • TELECASTING learned last Thursday. Sen. Moody also was Washington correspondent for the *Detroit News*.

His weekly program, which is carried by a contracted network of stations in the country, will be moderated by Sen. Moody except when it is deemed not "seemly," according to a spokesman. When that occurs, Charles T. Lucey, chief political writer of Scripps-Howard will preside.

Sen. Moody, a Democrat, was appointed to the seat last Monday to fill the vacancy caused by the death of Republican Sen. Arthur H. Vandenberg.

His radio shows, recorded in Washington, are carried regularly on a weekly basis by WWJ Detroit *(Detroit News)*; WINX Washington; WHAT Philadelphia; WINS New York; WBZ Boston; WIRE Indianapolis; WKRC Cincinnati; WTHT Hartford; WHK Cleveland, and KGW Portland, Ore. In addition, some 20 stations in the West carry his show periodically. In 1949, *Meet Your Congress* was networked by NBC-TV.

### Top News

Sen. Moody's latest radio show, aired a day before he became a national lawmaker, was pepped up quite suddenly and became top news when three Senators (now his colleagues) got into a free-swinging scuffle following their broadcast debate on foreign policy. Participants were Sens. Homer E. Capehart (R-Ind.), Hubert Humphrey (D-Minn.) and Herbert H. Lehman (D-N. Y.). A Senatorial eye-witness called the scuffle a "cream-puff brawl." Sen. Robert A. Taft (R-Ohio), who also took part in the forum, had no part in the melee except to help separate the Senators.

Appointment of Sen. Moody now aligns the Senate as 50 to 46, compared to the 49 to 47 Democratic majority that has been in existence since the start of the session.

## Philip Morris Realigns

PHILIP MORRIS Co., through its agency, Biow Co., New York, currently is realigning its radio and television programs. Firm is understood to be buying a half-hour television show featuring Desi Arnaz and his wife, Lucille Ball, to start next fall as a replacement for the *Horace Heidt Show* on CBS-TV. Advertiser also bought *The Bickersons*, featuring Frances Langford as a summer replacement for *Truth or Consequences* on NBC in radio. TV version summer replacement has not been decided upon.

Mr. O'Neil

Mr. Antrim

Mr. Wallen

* * *

# MBS OFFICERS

## O'Neil Board Chairman; White Re-elected

THOMAS F. O'NEIL, vice president and director of the Don Lee and Yankee Networks, was elected chairman of the board of directors of Mutual at a board meeting in New York last Thursday.

He succeeds Theodore C. Streibert, president of WOR New York. Mr. Streibert remains on the Mutual board.

E. M. Antrim, secretary of WGN Chicago and business manager and a director of WGN's parent Chicago Tribune Co., was elected MBS vice chairman, and James E. Wallen, Mutual treasurer and controller, was named secretary and treasurer.

George Ruppel, formerly assistant to Mr. Wallen, was named controller, and Elisha Goldfarb, of Mutual Counsel, was named assistant secretary.

### White Re-elected

President Frank White and other MBS officers were re-elected, as well as all board members.

Mr. O'Neil, who has been serving as vice chairman of the network, is vice president and a director of General Tire & Rubber Co., which controls the two regional networks in which he holds similar offices.

Mr. Antrim, elected vice chairman, has been serving as secretary.

Board members re-elected in addition to Messrs. O'Neil, White, Streibert, Antrim and Wallen were Willet H. Brown, of Don Lee; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; J. R. Poppele, WOR; Frank P. Schreiber, WGN; Linus Travers, Yankee Network.

Officers re-elected in addition to President White were Vice Presidents William H. Fineshriber Jr., in charge of programs; Adolf N. Hult, sales; Earl M. Johnson, station relations and engineering; and Robert A. Schmid, advertising, public relations, and research.

All board members were present for the meeting.

# ROBERT HUDSON

## Killed in Korea

1ST LT. ROBERT W. HUDSON, formerly of FCC, on March 23 died in action in Korea while assisting a wounded comrade, it was learned last week. Commission April 25 adopted a resolution expressing its sorrow on Lt. Hudson's death.

Joining the FCC in 1943 as assistant to the late Comr. Ray Wakefield, he was one of ten hearing examiners named in the June 11, 1947 realignment of that division. In October 1947 he resigned that position to become an attorney advisor in the Commission. A veteran of World War II from August 1944 to October 1946, he returned to the Army in December 1948.

# FELDMAN GRANT

## Proposed by FCC

ARTHUR S. FELDMAN, MBS director of special events, and his brother, Robert, have been issued a proposed grant local fulltime outlet in Little Falls, N. Y. Commission in the same initial decision April 23 also would deny, for default, the competitive application of Robert Harvard Dye in nearby Herkimer, N. Y. Both applications sought 100 w fulltime on 1230 kc.

Commission had designated the competitive applications for hearing Nov. 13, 1950. Mr. Dye in a telegram Nov. 9 had requested a 30-day continuance. He was advised that continuance request was made with notice to or consent of other parties concerned and was not supported by good cause. According to FCC, neither Mr. Dye or a representative appeared at the hearing.

Robert Feldman with his father is in the furniture merchandising business in Little Falls. In partnership with his brother, as Rock City Broadcasters, he would contribute substantial personal direction to the station. In application, Arthur Feldman said he would continue in his present MBS position. Proposed grant was subject to certain engineering conditions.

FCC last week announced adoption of its initial decision of March 23 granting new AM station at Texarkana, Ark. to Gateway Broadcasting Co. [BROADCASTING • TELECASTING, April 2]. Station will have 500 w might with directional antenna and 1 kw day on 790 kc.

# APPEALS COURT

## Hears WJZ, WIBK Protests

WJZ New York's protest against the 10-year "temporary" tenure of KOB Albuquerque on its 770 kc clear channel, and the fight for survival of WIBK Knoxville, Tenn. —both long-pending FCC disputes —were heard in oral argument last Thursday before the U. S. Court of Appeals for the District of Columbia.

WJZ told the court FCC has unreasonably extended the special service authorizations, which it claimed are illegal, for KOB's operation on WJZ's Class I-A frequency. WJC, contending it has suffered loss of secondary coverage to some 23,000,000 persons, asked the court to require FCC to complete its 1945 hearing on KOB's bid for regular license on 770 kc and settle the dispute. WJZ noted KOB is regularly licensed on 1030 kc and could return to that facility.

FCC explained it realized the difficulty of the situation but pointed out the delays caused by World War II, the clear channel case and negotiations of NARBA. KOB had been removed from its regular 1180 kc operation as a result of the original 1941 NARBA, but did not stay on its reassigned 1030 kc channel due to an interference problem with WBZ Boston.

KOB told the court it wasn't happy about the situation either, and wanted it understood it was suffering from reduced coverage as well as WJZ. KOB charged WJZ has been the "chief architects of delay" in the case. KOB said termination of the SSAs would put it off the air completely. Solution, KOB said, is for FCC to rule on its bid for regular license on 770 kc.

WIBK told the court FCC improperly denied the station a license to cover its construction permit because it considered Rev. J. Harold Smith, principal stockholder, to be unqualified as a broadcast licensee. WIBK argued FCC made a dozen findings respecting Rev. Smith and charged many are wrong and illegal.

Since FCC made its ruling on the basis of all the findings considered collectively, WIBK told the court it must point out what findings are improper and remand the case to FCC for a new policy consideration on remaining findings.

FCC contended the findings—dealing with alleged misrepresentation of ownership, financial and other business interests as well as character qualifications — were properly arrived at and correct, and no free-speech issue is involved.

## Radio-TV Guild Dinner

ANNUAL dinner of the American U. Radio & Television Guild will be held May 8 at the National Press Club, Washington. Speakers will be Frieda Hennock, FCC Commissioner, discussing "Television's Future," and Ted Koop, CBS Washington, "Radio News Comes of Age."

# MacARTHUR

## Chicago, Milwaukee Lionize Hero

CHICAGO and Milwaukee greeted Gen. Douglas MacArthur Thursday and Friday with a barrage of people, planes, confetti and microphones and cameras. Midwestern enthusiasm for the returning hero evoked a new high in special event coverage, and radio and TV stations alike amassed their staffs for comprehensive coverage. In some instances, shows were left unsold, offered as public service features.

Five Chicago radio and four TV stations gave detailed reports on the welcome. The only network feed went from WGN Chicago to Mutual, with a recap of the arrival cut-in from Chicago on *Mutual Newsreel* Thursday night. A portion of the downtown parade was fed to the network, along with the entire speech given by the General Thursday night in jam-packed Soldier Field.

Cameras and mikes picked up activity starting with the airport arrival at noon, following the General through the parade and later to Soldier Field where official welcoming ceremonies took place. Clifton Utley, NBC radio-TV commentator, gave the introduction before the General's speech. Ceremonies were concluded on the return to the Stevens Hotel at 9:30 p.m.

Television coverage was pooled by the four stations — WNBQ (NBC), WENR-TV (ABC), WGN-TV (DuMont) and WBKB (CBS). Buckingham Gunn of Foote, Cone & Belding supervised broadcast activities under appointment by the mayor. George Heinemann, facilities manager at NBC-TV Chicago, produced the entire TV operation, with Howard Luttgens, NBC Chicago chief engineer, as engineering coordinator. WNBQ master control and switching equipment was used by all stations.

WENR-TV handled the airport landing, while WGN-TV picked up the Michigan Ave. parade and WBKB concentrated on State St. Bridge ceremonies. WNBQ telecast the State St. parade, which attracted the largest curbstone throngs. WGN-TV cameras were spotted in Soldier Field that evening.

### WNBQ Sponsorship

Florsheim Shoe Co., Chicago, through Gordon Best Agency, same city, sponsored the WNBQ telecast, using only institutional commercials. The Sampson Co., Chicago Norge distributor, through Burnet-Kuhn, bought full afternoon coverage on WBKB. Commercials included eight 10-second live action film spots which were made Tuesday, immediately after the time was bought.

George Tressel of George Tressel Studio worked all night shooting and editing commercials with radio-TV Director Bill Coop of the agency. United Airlines sponsored the Soldier Field speech on WBKB Thursday night, and spots also were sold to other clients.

WENR-TV carried all afternoon activity under sponsorship of Cribben & Sexton, Chicago, for Universal gas ranges, through Christiansen Adv. WGN-TV spotted cameras along the parade route and at the field. Its entire telecast, day and night, was bought by the Chicago Motor Club through Agency Service Corp.

Radio-wise, the Chicago Motor Club bought all of WGN's broadcasts. Libby, McNeill & Libby, Chicago, for its pineapple juice, bought WMAQ's coverage from the airport to the afternoon conclusion through Foote, Cone & Belding, same city. WENR carried no live show, but tape recorded a portion of the event for rebroadcast Thursday evening.

WIND, an independent, classed the welcome as a public service feature and did not try to sell it. Announcers were posted at the station site on Michigan Ave. for color and commentary as the parade passed. WBBM (CBS) reporters gave accounts from the airport and the field, with the news and special events departments cooperating in presenting the public service sustainer.

WNMP Evanston and WLOA La Porte, Ind., carried broadcasts originating with WMAQ, by permission of NBC.

### Heavy Milwaukee Coverage

Wisconsin's only video station, WTMJ-TV Milwaukee, spotted seven cameras throughout the county and city to greet Milwaukee's favorite son. The General, who has maintained his official residence in Milwaukee since 1898, lived there in 1908 and 1909 as a first lieutenant.

WTMJ-AM-TV carried a simulcast of the entire public proceedings from the time the General entered Milwaukee County Friday morning until he left Mitchell Field airport that afternoon, a total of about five hours. First Wisconsin National Bank of Milwaukee sponsored the entire simulcast as a public service program without commercials. Mentions of the bank were made only during the opening and close and on station breaks.

Cameras and mikes went into action at 11 a.m. when the motorcade from Chicago crossed the county line. They followed the group to the Plankinton House Hotel in Milwaukee and throughout the rest of the day.

A shortwave transmitter truck followed the caravan, and six mike positions were used in addition to field microphones spotted at camera sites. AM and TV control headquarters were set up at the Plankinton, with James Robertson, TV program director, in charge.

The AM portion was fed to the *Milwaukee Journal's* other station, WSAU Wausau. A radio feed also was scheduled for Morgan Beatty's *News of the World* Friday night on NBC. Staffers planned to edit tape

*(Continued on page 70)*

## SURVEY CHECKS

### Report Mac's TV Ratings

A TOTAL of 18.6 million persons and 6 million homes in the interconnected TV network area watched Gen. MacArthur's dramatic address to Congress April 19, according to estimates released by the American Research Bureau Inc., which conducted a special telephone coincidental survey.

At the same time a total of 4.1 million Californians viewed the telecast of the General's arrival, programmed by 11 West Coast stations April 17, according to Tele-Que, Los Angeles research firm.

The ARB survey showed 60% of all TV homes in Washington, 52% in Chicago and 44% in New York tuned to a TV channel, with an average number of 2.7 viewers-per-set. A special check of clubs, restaurants and other public places indicated an extra 15%, with an average of 67 persons per receiver. This level was applied to the entire interconnected TV network area.

According to Tele-Que, highest percentage peak of viewing, April 17, 8:30-9 p.m., totaled 90.5% in Los Angeles and San Francisco alone. On April 18 an estimated 1.5 million watched ceremonies (peak, 11:30-12 noon) on a reported 42.8% sets in use at that time. Tele-Que made spot checks in some 5,000 homes in those areas.

**MORE THAN 1,000 visitors to the NARTB Chicago convention watched Gen. Douglas MacArthur's Congressional address on an RCA Victor 16-foot television screen in the Normandy Lounge of the Hotel Stevens. Over four tons of theatre TV equipment was trucked from RCA Victor Camden headquarters and special TV engineers flew in to install the equipment overnight. First picture was flashed on the giant screen at 6 a.m. April 19, day of the address. Signs and banners were placed on every floor and in the lobby of the hotel. Company's efforts were rewarded by a full-house attendance (see above).**

## D.C. POLICE

### Hit on MacArthur Handling

RADIO Correspondents Assn. of Congress will take up the cudgels for sound broadcasting in its protests against police obstruction during media coverage of Gen. Douglas MacArthur's Washington visit.

The correspondents' group, headed by Bill Shadel, CBS Washington, appointed a three-man subcommittee to prepare statements and file formal recommendations with a Citizens Committee, which will hold hearings on the incident this Friday. The group was formed following an executive committee session of the correspondents last Wednesday.

Hollis Seavey, MBS, heads the subcommittee, which also comprises William McAndrew, NBC Washington operations, and John Edwards, ABC commentator.

The hearing and subsequent action by the Radio Correspondents Assn. stemmed from complaints that police had interferred with TV cameras and press coverage of Gen. MacArthur's appearance in the Hotel Statler lobby, and had otherwise blocked newsmen at other points [BROADCASTING • TELECASTING, April 23].

The correspondents are prepared to recommend that a joint committee be set up comprising radio, TV, newsreel and newspaper representatives. This group, serving as an unofficial unit, would work with District commissioners to avert similar charges on future occasions. The correspondents' executive committee still must approve the subcommittee proposal.

The radio group is expected to file formal statements by personnel of NBC-TV, which coordinated the coverage, who protested police sought to bar them from private property of the Statler after the network had completed arrangements with the hotel management. Statements will be offered by Eugene Juster and Ralph Burgin, program directors of WRC and WNBW (TV), respectively; Frank Bourgholtzer, NBC White House correspondent; Sherman Hildreth, technical director; Joe Browne, WNBW director.

# SET MAKERS

## Uncertainties Hit Industry

A SHUTDOWN of television and some radio receiver production, entailing layoffs of thousands of electronic workers, and mounting set inventories, swept across the industry last week in the wake of government restrictions on steel and other critical raw materials.

While most of the layoffs were believed to be only temporary, the shutdowns seemed to bear out earlier industry fears that the comparatively slow trickle of military orders and materials cutbacks would threaten to disrupt industry schedules.

Adding to the concern of manufacturers, dealers and distributors, was the fact that consumer demand for TV sets has dropped off materially in recent weeks. This is attributed in part to credit restrictions and, to a lesser degree, public confusion over FCC's UHF allocations plan which proposes to add new TV markets, as well as the color TV issue.

One official attributed the shutdowns and bulging inventories to seasonal selling waves. Perhaps the best explanation was offered by a manufacturer who said the industry is caught in "a squeeze brought on by semi-mobilization." Until industry is able to swing into full-scale defense production—not expected before fall when military orders are expected to reach their peak—each manufacturer will be forced to make his own adjustments in schedule, he reasoned.

Layoffs during the past four weeks ranged between 15,000 and 16,000 in Chicago TV and suppliers' plants alone, according to Frank Darling, president of an IBEW local. Figures for the whole industry were not available.

Among the reports received by BROADCASTING • TELECASTING last week were these:

RCA Victor Division April 23 announced a complete shutdown of all TV receiver and some radio production for one week, but recalled 90% of its workers by Friday. About 5,837 employes were affected, covering television receiver plants at Camden, N. J., and Bloomington, Ind., and a Home Instrument Dept. plant at Indianapolis. Production of radio-phonograph combinations and record-changers, as well as TV receivers, was also involved.

RCA Victor attributed the shutdowns to an order invoked by the National Production Authority on non-defense uses of steel (see separate story). NPA later notified the firm it had granted its application for a readjustment, which enabled RCA Victor to resume manufacturing in five plants. Shutdowns at Cannonsburg, Pa. (radios) and Indianapolis (record changers) continued, pending new action.

### GE Layoff

General Electric Co. laid off 450 employes at its TV-radio manufacturing facilities for two days, with half slated to be recalled last Thursday and the balance Friday. The company laid the shutdowns (layoffs and decreased output) to "a normal manufacturing delay."

Stromberg Carlson Co. attributed layoffs of 200 employes to a "slowdown in sales throughout the country." Some workers in TV sections were shifted to other sound equipment departments, according to President Robert C. Tait.

Motorola Inc. cut its employes rolls a few hundred since mid-March, with TV production suffering a cut ranging from 30% to 35%, although some employes were transferred to other jobs, Robert Galvin, vice president, reported.

Zenith Radio Corp. attributed a layoff of 3,000 last week to "inventory-taking" but expected to recall some employes early this week. Overall working force is over 4,000.

Sylvania Electric Products announced a 25% drop in TV receiver output because of the materials shortage and falling off of public demand.

Looking at their mounting inventories, retailers and distributors last week were turning their attention to promotional campaigns and possible price reductions as a means of spurring sales. Manufacturers were prone, however, to advise against price cuts and advised their dealers to "get back to good old fashioned aggressive, intelligent selling."

Bendix Aviation Corp.'s Radio Division told dealers not to be "panicked into price-cutting" and stated that "the radio industry, stampeded by every seasonal change in the selling pace, threw away untold millions of dollars by unnecessary dumping."

Elsewhere, Admiral Corp. in Chicago offered special inducements to some 25,000 dealers to stock up on sets. Another manufacturer was offering portable radio sets to consumers free with any purchase of a TV receiver combination. Price cuts were reported by other set-makers.

In the wake of the vast industry readjustment to material cutbacks and other factors, the U. S. Dept. of Commerce reported that radio-TV-phonograph set stocks held by retailers and wholesales last January were 203% greater than a year ago.

## KFMB CHANGES

### Chernoff Named Manager

APPOINTMENT of Howard Chernoff, former managing director of the West Virginia Network, as general manager of KFMB-AM-TV San Diego, was announced last Thursday by Capt. John A. Kennedy, coincident with FCC's approval of transfer of the property to the Kennedy Broadcasting Co. [BROADCASTING • TELECASTING, Nov. 20, 1950].

Meanwhile, FCC last week also approved $342,000-sale of WBBZ Ponca City, Okla., to Ponca City Pub. Co. and $95,000-sale of KLUF-AM-FM Galveston, Tex., to Orrin Tucker, oil operator. For details, see FCC ROUNDUP, page 92.

Capt. Kennedy, chairman of the board of the new corporation, simultaneously announced all executives and staff members of the stations have been invited to remain. The transfer at a figure of $925,879 plus certain adjustments, was from the Jack Gross Broadcasting Co. to the Kennedy Broadcasting Co. Mr. Gross remains with the company in an advisory capacity. He shortly is expected to make a trip to Europe.

Mr. Chernoff has been identified with the Kennedy organization for more than a decade, both in West Virginia and in San Diego. He formerly was general manager of the *San Diego Journal*, Kennedy property recently sold to the Copley Press. Mrs. Chernoff holds a minor interest in the Kennedy Broadcasting. Co. Capt. and Mrs. Kennedy also are owners of 48% of WSAZ Inc., Huntington, W. Va., which combines AM and TV operations.

Mr. Chernoff

Capt. Kennedy

## 'VOICE' FUNDS

### $40 Million In '52 Asked

THE STATE DEPT. has requested $25,164,655 for program operations and an additional $15,763,680 for establishment of new radio facilities on behalf of the Voice of America for the coming fiscal year.

These figures were released last week by a House Appropriations subcommittee, which has concluded hearings on the department's 1951-52 budget. The subcommittee had not yet submitted its recommendations to the full committee.

Both the committee and the full House previously had pared Voice supplemental funds almost 90% [BROADCASTING • TELECASTING, April 16]. The Senate has not acted on that measure, which allowed the Voice only $9,533,939 out of a $90 million-plus request to construct radio transmitters already begun.

Chairman John J. Rooney (D-N. Y.) of the House group once again raked Edward Barrett, Assistant Secretary of State for Public Affairs, and Voice officials over the coals.

Denying that his committee has ever cut "one nickel" of funds requested for radio broadcasting, Rep. Rooney sharply criticized State Dept. use of counterpart funds dealing with small radio receivers and also expressed amazement that not one of six radio transmitter projects had been completed out of a $10 million-plus appropriation for 1950.

## Artists' Agreement

AGREEMENT between Affiliated Artists Representatives, New York, and the Helen Ainsworth Corp., Los Angeles, to represent one another's clients and properties in their respective localities, and for an exchange of talent and package program ideas, was announced last week. Affiliated Artists Representatives also announced its move to new quarters at 20 E. 53d St., New York, telephone Plaza 3-1862.

## DAVIS HONORED

### Wins Headliner Award

ELMER DAVIS, ABC commentator, last Saturday was announced as winner of the 17th annual National Headliner Club award for "consistently outstanding news broadcasting" during 1950.

Tom Paprocki, Associated Press sports cartoonist and chairman of the board of judges, also revealed that for the first time in Headliner's history a television newsreel was named a winner. The honor went to WFIL-TV Philadelphia for its "consistently outstanding newsreel for its seven-day-a-week program."

The WFIL-TV series took national and local news and problems and projected their effect on the people in the Philadelphia area.

For Mr. Davis, it was the second such honor within three days. Mr. Davis Thursday was named for a George Foster Peabody award (see story page 26).

### Eighteen Awards Given

The National Headliner Club made a total of 18 awards in radio, TV, newspaper reporting, feature writing, cartoons, editorial and sports cartoons and newsreels. Judges also voted a special Medal of Valor for Korean war correspondents killed in the line of duty. Awards will be presented June 1-2 by the Press Club of Atlantic City.

Judges for this year were Mr. Paprocki, Fred W. Stein, *Binghamton* (N. Y.) *Press;* Eli Collins, *Jersey Journal;* James J. Farrell, *Atlantic City Press-Union;* James Crayhon, Standard Oil Co. of N. J.; Charles Burroughs, Telenews; W. P. Montague, MGM Newsreel; Ed Hannigan, *U. S. Camera;* Fred Fitzgerald, BROADCASTING • TELECASTING.

# Ayem

Ayem is big-listening time in Birmingham, especially when Ray Bartlett's "Time to Rise" is on WAPI (7:15-8 a.m.). This program wins a bigger average audience than *any* other disc show in town.*

# audiences

Audiences agree with Mayor W. Cooper Green, who said "'Time to Rise' is more than just a program... it's a Birmingham institution." Its pop music, news, weather reports attract more than 30% of the listeners.

# choose

Choose *any* major category of local programming, and you'll find WAPI on top. "Time to Rise" leads all diskie shows, and WAPI also has the top-rated news, sports, farm, musical, serial and women's programs.

# Ray

Ray Bartlett is top man among disc jockeys in bustling Birmingham, described by *Variety* as "a disc jockey's paradise." (It's also an advertiser's paradise, with business and industry hitting new peaks.)

# Bartlett

Bartlett is just the man to spin new sales records for your product. And "Time to Rise," broadcast on WAPI for more than eleven straight years, is just the show. For rates and availabilities, call Radio Sales or...

*Pulse, Jan.-Feb. 1951; Mon.-Sat.

# WAPI

**"The Voice of Alabama"**
**CBS in Birmingham**
**Represented by Radio Sales**


## Prevent Radio Debacle

*(Continued from page 23)*

give the affiliate no control over network decisions to change rates.

The committee recommended—but left the decision up to the affiliates—that "there should be an organization representing the viewpoint of the affiliates which can affirmatively and aggressively pursue the policies which will insure to their general betterment."

The affiliates were asked to give their views by about mid-May, when the returns will be counted. If the endorsers represent a "substantial and adequate support" to carry out the project it "will proceed in accordance with your instructions," affiliates were told. Otherwise the committee will disband.

Endorsers were asked to contribute to a war chest to finance the project by sending checks equivalent to one quarter-hour at their respective stations' highest rate. Checks already received—and they were described only as "a great many"—and those which arrive pending the final decision will be held in escrow. If the decision is to disband, they will be refunded and the committee will pay the expenses it has incurred.

Stations were asked to send their views to the Affiliates Committee, care of Broadcast Advertising Bureau, 270 Park Ave., New York.

Set up in a spontaneous meeting of some 700 broadcasters during the NARTB's Chicago convention, and headed by Paul W. (Fritz) Morency of WTIC Hartford, the committee concluded after conferring with network officials that there was nothing it could have done to halt rate reductions.

It said it was "convinced that it was confronted with a fait accompli and that no move taken since the time the committee was formed would have been effective to forestall what is presently in progress."

### More Cuts Seen

Gloomily it concluded that further rate cuts may be in store.

"The committee is of the belief that the present situation is initially a network problem and is centered in New York City," the report declared. "The committee has found nothing in the situation which indicates that the move taken by CBS and quite apparently contemplated by the other three networks will prevent a further depreciation of radio values."

But, the committee insisted, any network reduction should be viewed as no more than one network's "opinion of the appropriate price of a network package." It "should not be regarded in any respect as an indication of the overall value of radio," nor as an indication of the market-by-market value of radio, and affiliates should judge the value of their own local service independently and "have no hesitancy whatsoever in increasing rates" where increases are warranted, the report said.

The committee reported itself "convinced that there are facets of research which have not been sufficiently explored," and said that "in these areas there may very well be material which can yield positive and valuable results for radio."

"Moreover," the report continued, "the mass of radio research presently available should be integrated and applied to the advancement of the radio industry rather than be applied to obtaining competitive advantage against others in the same industry."

Presumably the committee would call upon BAB to assist in any fact-finding project to be undertaken. The subject of research reportedly was broached to the networks but for the most part was understood to have been given a cool reception.

Without network participation, observers pointed out, an affiliates' request for BAB help on research would present the bureau with a difficult decision, since networks as well as affiliates are members of BAB and represented on its board.

Meanwhile it was inevitable that BAB's own research plans, now in progress, would be clearly affected by the extent to which the affiliates decide to undertake additional fact-finding for a clearer overall evaluation of radio and its potentials.

# DAYLIGHT TIME

## Networks Complete Plans

NETWORKS last week completed plans for operating on Daylight Saving Time, which went into effect yesterday (Sunday) and extends to Sept. 29.

Network TV stations remaining on Standard Time mostly will carry network telecasts, whether live or kinescoped, an hour earlier locally, although there were some exceptions. DuMont network announced that the time shift would involve no changes in its programs—it will be telecast on DST rather than EST.

Radio stations remaining on Standard Time, with some exceptions, will adjust to the delay with tape-recordings and transcriptions. NBC and CBS put into operation their similar plans, adopted by each network several years ago, for special lines feeding from Chicago by transcription. ABC's plan involves Standard Time stations taping and playing-back programs broadcast earlier.

MBS has divided its stations among "A" and "B" networks, with the "A" network stations scheduled to receive live broadcasts and the "B" network stations, on Standard Time, to receive the "A" service by tape delayed one hour. "B" network stations also will receive baseball broadcasts seven afternoons and one night per week, because they lie outside major league market restrictions. A few Standard Time stations in restricted markets have required special arrangements.

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The committee's first move in its Tuesday through mid-Thursday sessions, held in New York, was to set up safeguards against possible anti-trust and other legal hazards by retaining White & Case, New York law firm, as counsel.

For fear of anti-trust implications, the networks rejected the committee's invitation to meet with the full group. Instead, the sessions in each case involved the network officials and the committeemen who represented affiliates of that network.

First conference, a two-hour session Tuesday afternoon, was with CBS President Frank Stanton, other top CBS officials and committeemen who represent CBS affiliates. The affiliates, it was understood, pressed the network officials for the reasoning behind Columbia's decision to reduce rates, and then canvassed the possibilities of a new approach to the question.

CBS held firm, however, and was reported to have described its move as a re-formation of rate lines to put an end to special deals of the sort which, one official said, have grown prevalent throughout the industry. Without rate reductions the affiliates were told, many top-notch shows would leave network radio.

### Stanton Statement

President Stanton was said to have reported that CBS had reduced its rates by only about 10% in hopes that greater reductions would not be ordained by other networks.

It was noted that most network advertisers are in New York, that they watch TV, and that they listen to radio less avidly than in the past. Further, it was noted, the limited number of TV outlets makes TV costs considerably less—and therefore more attractive in relation to network radio—than would be the case if TV networks more nearly the size of AM networks could be lined up.

The affiliates committee's report pointed out that CBS had made clear that "(1) CBS had carefully considered and appraised all facets of the situation before arriving at its decision, and (2) that advertisers had been advised of the proposed reduced rates and that viewed from every angle it was impossible to rescind the action which has been announced, or even to defer its effective date."

Next followed separate meetings of the respective affiliates with presidents Joseph H. McConnell of NBC, Robert E. Kintner of ABC and Frank White of Mutual, along with other top officials of each network. The tone of those meetings was understood to have followed that of the CBS session. Said the committee:

There is no doubt in our minds that it is the intention of the networks to adjust station compensation downward to meet a competitive situation and that those adjustments

*(Continued on page 36)*

# FALL,

# WINTER,

# SPRING,

# → SUMMER,

# LISTENERS (NOT SEASONS)

# MAKE THE AUDIENCE!

By now, almost everyone agrees that Summertime radio provides as many (if not more) listeners than any other season.

This fact has been proven by many surveys and just plain common sense. Less than 7 percent of the nation's people are on vacation at any one time. And when they go, today's vacationers take their radios with them. Iowa Radio Audience Surveys show that even during the past two years there has been a tremendous increase in sets used during the summer. *Families* owning portable sets has increased by 66,019 — *families* owning radio-equipped autos has increased 145,462 since 1948.

In Summer, radios flock to the beaches, mountains and lakes; on family picnics; they take weekend trips and week-night drives, they're practically "standard equipment" in automobiles and summer cottages. (The 1949 Iowa Radio Audience Survey found that 80.5% of the men and 63% of the women listened to their auto radios when traveling more than 100 miles.)

Radios are as much a part of the summertime American scene as bathing suits, picnics and "two-weeks-with-pay". Actually, *people are more dependent on radio when vacationing than when at home.* If you want further facts, ask us or Free & Peters!

**WHO**

**+ *for* Iowa PLUS +**

**Des Moines . . . 50,000 Watts**

**Col. B. J. Palmer, President**

**P. A. Loyet, Resident Manager**

**FREE & PETERS, INC.**
**National Representatives**

## Procter & Gamble

*(Continued from page 25)*

spent for network time.

Sterling Drug ranked third among advertisers on the nationwide radio networks, General Mills fourth and Lever Brothers fifth. See Table I for top ten network clients and their gross time purchases. Leading advertiser for each type of product advertised on the networks is shown in Table II.

Food advertising accounted for the largest time purchases of any class of network-advertised product during February, totaling $3,742,164, more than a quarter of the aggregate time purchases of all network advertisers. Toiletries advertising ranked second for the month, Drugs & Remedies third, Smoking Materials fourth and Soaps & Cleaners fifth. See Table III for product breakdowns for February and January-February, 1950 and 1951.

TABLE III

Comparative Gross Nework Time Sales by Product Groups for Feb. 1951, Jan-Feb. 1951, Feb. 1950 and Jan-Feb. 1950

| | February 1951 | Jan-Feb. 1951 | February 1950 | Jan-Feb. 1950 |
|---|---|---|---|---|
| Agriculture & Farming | $ 59,354 | $ 118,115 | $ 91,427 | $ 185,135 |
| Apparel, Footwear & Acces. | 121,521 | 251,645 | 101,392 | 210,832 |
| Automotive, Automotive Acces. & Equip. | 321,239 | 828,928 | 498,040 | 1,217,564 |
| Aviation, Aviation Acces. & Equip. | ..... | ..... | ..... | ..... |
| Beer, Wine & Liquor | 303,582 | 646,364 | 232,796 | 465,690 |
| Bldg. Materials, Equip. & Fixtures | 97,699 | 210,227 | 95,742 | 199,258 |
| Confectionery & Soft Drinks | 490,429 | 1,037,323 | 581,760 | 1,217,448 |
| Consumer Services | 318,814 | 564,451 | 143,616 | 320,666 |
| Drugs & Remedies | 2,013,318 | 4,310,959 | 2,052,841 | 4,240,714 |
| Entertainment & Amusements | ..... | ..... | ..... | ..... |
| Food & Food Products | 3,742,164 | 7,876,452 | 3,744,676 | 7,844,500 |
| Gasoline Lubricants & Other Fuels | 519,632 | 1,093,931 | 409,530 | 861,949 |
| Horticulture | 12,042 | 12,042 | 23,488 | 35,232 |
| Household Equip. & Supplies | 171,753 | 371,115 | 244,135 | 517,822 |
| Household Furnishings | 68,112 | 136,446 | 38,408 | 74,[illegible] |
| Industrial Materials | 172,068 | 360,393 | 172,830 | 388,[illegible] |
| Insurance | 239,181 | 482,423 | 259,353 | 542,[illegible] |
| Jewelry, Optical Goods & Cameras | 100,792 | 201,584 | 114,218 | 293,[illegible] |
| Office Equip., Stationery & Writing Supplies | 70,728 | 141,456 | 133,920 | 284,[illegible] |
| Publishing & Media | 41,123 | 119,479 | 175,046 | 351,[illegible] |
| Radios, TV Sets, Phonographs, Musical Instruments & Acces | 159,703 | 324,038 | 116,722 | 202,[illegible] |
| Retail Stores & Shops | 1,056 | 2,112 | 1,728 | 3,[illegible] |
| Smoking Materials | 1,697,603 | 3,541,568 | 1,998,342 | 4,162,[illegible] |
| Soaps, Cleansers & Polishes | 1,625,400 | 3,438,089 | 1,551,340 | 3,215,[illegible] |
| Sporting Goods & Toys | ..... | ..... | ..... | ..... |
| Toiletries & Toilet Goods | 2,068,325 | 4,465,186 | 2,118,517 | 4,557,[illegible] |
| Transportation Travel & Resorts | 121,324 | 249,474 | 67,860 | 152,[illegible] |
| Miscellaneous | 420,813 | 865,384 | 419,130 | 927,[illegible] |
| Totals | $14,957,775 | $31,649,184 | $15,388,233 | $32,477,[illegible] |

## Prevent Radio Debacle

*(Continued from page 34)*

will be rapidly forthcoming.

Just how great those anticipated reductions would be remained a matter of speculation early Friday. The networks all maintained tight silence about their conferences with the affiliates and about their respective plans.

It was generally expected, however—although no network would concede it planned a reduction—that the cuts would be at least equivalent to those announced by CBS. The latter, effective July 1, involves reductions of 10% in the 1-8 p.m. period; 15% between 8-10:30 p.m.; 10% between 10:30 and 11 p.m., and 25% for Sunday afternoon time.

NBC was expected to issue a statement almost momentarily.

ABC, which at the outset had said it would "meet the competition" with reductions no less than Columbia's, but which subsequently indicated it was re-considering, was appraising the situation closely as the weekend neared.

The rate problem was deemed sure to have received the attention of the Mutual board, meeting Thursday afternoon (see story page 31). President White, however, would only reiterate his earlier statement that MBS will reserve comment pending completion of analyses now under way. They are still in progress, he said.

In connection with its retention of special counsel, the Affiliates Committee said the action was designed "to insure that all of its discussions and procedures were conducted with complete propriety," but that "there is, of course, no intent on the part of this committee, or any member of it, to transgress any of the laws of the land, and we are certain that our activities have not done so."

The committee meetings were held both at BAB headquarters and in hotel rooms of the committeemen, frequently with evening as well as luncheon-table sessions.

Even before they opened on Tuesday, BAB President William B. Ryan—whose organization provided distribution of the committee report—called upon all segments of the industry, including both affiliates and networks, to unite behind BAB in support of "the welfare and future prosperity of their medium."

### Urges Full Support

He said the networks-affiliates split was "a superb but unfortunate illustration of how badly radio needs a strong and effective BAB," and asserted that the decisions reached in the affiliates-networks sessions — whatever they might be—"should have the full support of both sides in this controversy."

"Otherwise," he said, "there is grave danger that we shall prolong indefinitely a situation that can only hurt radio sales by creating confused impressions about radio among advertisers. Some fact-finding or re-examination of the medium may be needed to help resolve the present confusion. Given the proper support, and the wholehearted cooperation of all concerned, BAB stands ready to provide it."

BAB, he said, can provide "the ideal solution to the present crisis," and that "all that remains is for the industry to back the BAB to the hilt, financially and morally and then to make full and proper use of its facilities."

The Affiliates Committee, under Chairman Morency, is composed of George B. Storer of Fort Industry Co., who has been named treasurer of the group; Kenyon Brown, KWT Wichita Falls, Tex.; Walter Damm WTMJ Milwaukee; R. M. Fairbanks WIBC Indianapolis; Leonard Kapner WCAE Pittsburgh; Edgar Kobak WTWA Thomson, Ga., and also BAB board chairman but not participating in committee activities in that capacity; Clair McCollough of the Steinman Stations; John Patt, WGAR Cleveland and WJR Detroit; Robert D. Swezey, WDSU New Orleans; Bern Strouse, WWDC Washington; C. Richard Shafto, WIS Columbia, S. C. and Hugh B. Terry, KLZ Denver. All were present last week, except Mr. Damm, who was reported ill.

## KERNS TO WMMN

### Named Managing Director

J. ROBERT KERNS, for four years managing director of WLOK Lima, Ohio, has been appointed to the same position at WMMN Fairmont, W. Va. The appointment, announced by Le B. Wailes, vice president in charge of operations of the Fort Industry Co., effective May 1.

Mr. Kerns

He succeeds Allen Haid, who has been transferred to WSAI Cincinnati as managing director, a property acquired earlier this month by Fort Industry Co. [BROADCASTING • TELECASTING April 9] coincident with the sale of WLOK to the Pixley interests.

Mr. Kerns, a veteran of 12 years with the Fort Industry Co., began his radio career as a salesman at WHIZ Zanesville, Ohio. In 1942 he was made commercial manager of WHIZ and managing director in 1946.

When WHIZ was sold in order that the Fort Industry Co. might acquire WJBK Detroit, Mr. Kerns was transferred to WLOK Lima in January 1949, and was elected vice president of the parent company.

Effective May 1, 1951

the BOLLING COMPANY, Inc.

New York • Chicago • Los Angeles

will represent

WHIO-AM

...of DAYTON, OHIO

# WNOX

An Outstanding CBS Station

*announces*

## Rate Increases — effective July 1, 1951

*because**

**MORE LISTENERS THAN EVER†**
(Knoxville sets-in-use at all time high—no television competition)

**BETTER PROGRAMS THAN EVER†**
(More for your money in every way)

**HIGHER HOOPERS THAN EVER†**
(Among the highest in the country)

**BIGGER MARKET THAN EVER†**
(Station WNOXVILLE area is booming)

**MORE ADVERTISERS THAN EVER†**
(With many waiting for vacancies)

*W N O X is a better buy today than ever, and will be even better than ever tomorrow (July 1).*

# WNOX

10,000 WATTS—KNOXVILLE, TENN.—990 KC

* The same reason applied when all rates were increased Nov. 1, 1950, and again when some rates were raised April 1, 1951.

† Ask a Branham man for the proof and all the facts about this great Scripps-Howard radio station.

## Nic-L-Silver

*(Continued from page 28)*

Los Angeles. The firm contemplates adding to its television activities during the spring and summer. Plans are in the formative stage.

Mr. Lippincott, most of whose business career has been spent in the West, reports he has no desire to move his Nic-L-Silver line into national distribution.

However, the campaign, aimed at saturating the West Coast battery market, which shares in an annual retail figure of more than 23,132,000 batteries, has already acquired one-sixth of the battery replacement market on the Pacific Coast, according to latest sales charts. It attained that figure from less than one one-100th of the market in October 1950.

Because batteries are not "emergency" items, but generally are purchased after due deliberation on the part of the consumer, Nic-L-Silver's radio and television is designed for the early morning and late afternoon hours.

Messrs. Lippincott and Anderson both point to the fact that these are the hours when potential battery buyers are driving their cars to and from work. They conclude that the Nic-L-Silver sales message has a greater impact when the potential customer is already thinking in terms of automobiles.

In television time buys, the firm, not being able to parallel its effective grasp on motorists in their cars, has concentrated on spot announcements near sports events which would attract a predominantly male audience.

Nic-L-Silver avoids "pitch" copy in its advertising. Whenever possible the firm buys personality shows, such as Mr. Harmon's, for the added effect gained from personal endorsement.

The effectiveness of the firm's radio use surprised even Messrs. Lippincott and Anderson as returns rolled in. In Chico, Calif., the harassed Nic-L-Silver distributor, Acme Auto Parts, telephoned the morning following Mr. Harmon's first network broadcast, calling for help to meet orders which had depleted his stock during the first two hours of business.

Because of the fiercely competitive battery market, Mr. Lippincott declined to reveal even in "round figures" the advertising budget of his firm. He did point out however, that the Nic-L-Silver radio and TV appropriation is now more than seven times as great as when the firm first started sponsoring *Tom Harmon Sports Review* on KNX. The two media absorbs more than 70% of the firm's advertising budget.

"We are particularly interested in radio," said Mr. Lippincott, "because nearly 60% of our business is in rural areas which cannot be reached effectively by newspapers or publications." He added that direct mail, which had supported Nic-L-Silver's predecessor, the Sun Battery, could not do the whole job for the new battery.

"The key to our business, as it is to any, is volume," he explained, "and radio is the cheapest, most effective and most rapid method of developing that volume. I think our sales figures for the four months during which we have used a concentrated campaign prove our thinking on that point."

Future advertising plans will continue along the successful pattern established by Mr. Anderson and the advertising agency he represents, the battery manufacturer said. In formative stage are new cooperative radio campaigns with Nic-L-Silver dealers in Chico, Sacramento and Ventura. Soon as they get under way, similar campaigns will be worked out in other West Coast communities.


LIKE MONEY IN THE BANK

Buy WREN
TOPEKA

ABC
5000 WATTS

WEED & CO. NATIONAL REPRESENTATIVES


## NEW OUTLET

### Radio Free Europe To Open

RADIO FREE Europe will open its second radio station in the American Zone of Western Germany May 1, it was announced in New York last week. Located in the village of Holzkirchen, 15 miles southeast of Munich, the station has been built with funds raised in the 1950 Freedom Crusade.

It will broadcast exclusively to Czechoslovakia, described as "presently a particularly vulnerable spot in the Soviet sphere," for 11½ hours every day.

A signal power of 135 kw, almost three times stronger than the largest U. S. stations, is further magnified by an unusual directional system, which requires four made-to-order, 340-foot antennas. The station thus attains an actual power of 700 kw, making it the most powerful medium-wave station in the world.

Because of its power, and because all Czech radios can receive medium-wave broadcasts, RFE programs are expected to "saturate every city, town, village and farm area throughout Czechoslovakia in direct competition to the Communist-controlled Radio Prague and Radio Bratislava."

RFE began broadcasting operations July 4, 1950, with a single station in Western Germany's Frankfort area scheduling programs for Poland, Czechoslovakia, Hungary, Rumania and Bulgaria.

## William Procter Dies

DR. WILLIAM PROCTER, 78, scientist and a director of Procter & Gamble Co., died at his winter home in West Palm Beach, Fla., April 19. Retiring from Procter & Gamble except for his board membership in 1920, after helping in 1902 to organize Procter & Borden, Dr. Procter established a laboratory on Mount Desert Island, Me., and became an authority on marine and insect life of that region. He is survived by his brother, Rodney Procter.

## upcoming

April 30-May 4: Society of Motion Picture and Television Engineers 69th Semiannual Convention, Hotel Statler, New York.

May 2-3: Ohio Assn. of Broadcasters Annual Management Meeting, Deshler-Wallick, Columbus.

May 2-4: Assn. of Canadian Advertisers 36th Annual Meeting, Royal York Hotel, Toronto.

**May 2-4: AIEE Northeastern District Meeting, Syracuse, N. Y.**

May 3-4: Virginia Assn. of Broadcasters Annual Meeting, The Homestead, Hot Springs, Va.

May 3-6: Ohio State Institute for Education by Radio-Television 21st Annual Session, Deshler-Wallick Hotel, Columbus.

May 15: BMI Clinic, Springfield, Ill.

May 16: BMI Clinic, Milwaukee, Wis.

May 17-19: CBC Board of Governors Meeting, Radio Canada Bldg., Montreal.

**May 17-19: AIEE Great Lakes District Meeting, Madison, Wis.**

May 18: BMI Clinic, Indianapolis.

May 21: Second APS Subscriber Conference, Atlanta Biltmore Hotel, Atlanta, Ga.

May 21-23: Parts Distributors Conference and Show, Hotel Stevens, Chicago.

May 25: Third APS Subscriber Conference, Stephen F. Austin Hotel, Austin, Texas.

**May 31-June 2: National Sales Executives Convention, Waldorf-Astoria, New York.**

June 8-9: RTMA Annual Meeting, Stevens Hotel, Chicago.

**June 10-13: Advertising Federation of America, Annual Convention and Exhibit, Hotels Chase and Park Plaza, St. Louis.**

**June 10-13: AFA Council on Women's Advertising Clubs Convention (will choose Advertising Woman of the Year), St. Louis.**

June 12-16: National Assn. of Radio Farm Directors Spring membership meeting, St. Louis and Fayetteville, Ark.

## Radio Executives Club

NOMINEES for the offices of the Radio Executives Club for next year were announced last Thursday at its semi-monthly luncheon meeting.

They include: Norman Boggs, executive vice president of WMCA New York, for president; C. H. Cottington, executive director in charge of radio and television for Erwin Wasey & Co., for vice president; Claude Barrere, talent representative for secretary, and Samuel R. Dean, treasurer of CBS, for treasurer. Nomination is usually tantamount to election.

## ASCAP Elections

OTTO A. HARBACH was re-elected president of ASCAP for the coming year at a board meeting Thursday, first meeting of directors since the annual ASCAP membership meeting March 27. Paul Cunningham was elected secretary, succeeding George W. Meyer, only change in the society's officers. Re-elected, in addition to President Harbach, were: Saul H. Bourne, vice president; Oscar Hammerstein II, vice president; Louis Bernstein, treasurer; Walter Kramer, assistant secretary; Frank H. Connor, assistant treasurer.

*Royal V. Howard* AND STAFF PROUDLY PRESENT

# KiKi

Near Beautiful Wai-kiki

# HONOLULU

A FULLTIME CLEAR CHANNEL

Independent

**NEWS:** AP & INS EXCLUSIVELY

**MUSIC:** EXCLUSIVELY

*More People Listen*
*More People Buy*

*More Advertisers*
*Get Results*

***FOR YOUR SHARE, SEE:***

**JACK Q. HALL**
Western Radio Sales
79 Post Street — YUcon 6-4112
San Francisco

**TRACY MOORE**
Tracy Moore & Associates
6381 Hollywood Blvd.
Hollywood 95408
Hollywood

# 860 KC

*A new station already noted for getting and keeping a large share of the half million prosperous listeners in the nation's 25th largest market, and as a result—results for its many sponsors with a program format that sells Wi-Ki-Wi**

* QUICKLY—BUT GOOD

# RETAIL SALES
## Both Radio, TV Will Grow, Abrahams Says

DESCRIBING radio and television as "two impressive retail sales promoting tools" which will "continue to live side by side," Howard P. Abrahams, sales promotion division manager for National Retail Dry Goods Assn., opening a radio-TV series at the Tobe Coburn School for Fashion Careers, said "both media, it appears, will grow in retail use."

"Only a short year ago," Mr. Abrahams continued, "we heard many retailers insist that radio will be as dead as a door nail in a short time. They said that about the musical instrument business when the phonograph was born but we saw renewed interest in pianos, violins and other instruments. They said that about phonographs and records when radio was born but we've never seen so many records sold.

"Each tool, radio and TV has its own special use which the advertiser can discover," he went on. "Both media, it appears, will grow in retail use. New York City, unfortunately, is a very poor area in which to observe present radio use and to examine its future in retailing. High station costs, high talent costs, huge circulation, competition with the best network shows in the world give retailers extra problems in this area versus the rest of the country."

Radio hours per week used by the average store in the $1-2 million class were 1:33; in the $2-5 million class, 1:51; in the $5-10 million class, 2:26; in the $10-20 million class, 2:08; in the $20-50 million class, 2:11; in the over $50 million, 3:10; and specialty stores over $1 million, 2:10, Mr. Abrahams said.

Television hours per week used by the average store in the $5-10 million class were 0:22, in the $10-20 million, 0:17; in the $20-50 million, 1:12; and the over $50 million, 1:29, he said.

### Gives Breakdown

Breakdown of the retail promotion dollar for stores doing over $1 million in sales volume, according to NRDGA controller's congress figures, Mr. Abrahams said, showed $.54 going to newspaper space in 1949 as compared with $.66 in 1943. On the other hand, radio's percentage which in 1943 was so small as to be unidentifiable and listed under "miscellaneous," in 1949 had reached $.03, he pointed out.

"Of course, these figures are averages. They lump together all kinds of stores. They include large and small, profitable and unprofitable, chains and independents. They include stores with tough competition, good and bad locations, and so on. A store has specific ways to determine how much it must spend on promotion and where. Many stores use no radio at all. On the other hand, I know of many who spend as high as 20% to 30% of their budget in radio," he continued.

"While this drop in newspaper advertising has been going on, radio has stayed around the 3-cents figure. It appears that the increased use of radio in dollars is largely the result of these 3-cent pieces multiplied by the tremendous increase in volume of retail sales. For example," he said, "retail sales in 1950 were $140.2 billion as against $45.4 billion 10 years before."


In North Dakota, 1950 farm income averaged $9,000 per farm family. KFYR, with the nation's largest area coverage, is the medium more advertisers use to tap this wealthy rural market. Ask any John Blair man for KFYR facts and figures.

KFYR

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

BISMARCK, N. DAK.


# HOUSE BILL
## Is Companion to S 1139

HOUSE bill (HR 3678) patterned after the Hoover Commission's suggested reorganization of the FCC to give the Chairman broader powers has been introduced by House Expenditures Committee Chairman William L. Dawson (D-Ill.)

It is a companion measure to Senate legislation (S 1139), sponsored by Senate Expenditures Committee Chairman John L. McClellan (D-Ark.), designed to vest in the FCC Chairman sweeping administrative powers [BROADCASTING • TELECASTING, April 9, 2, March 26].

The House measure was referred to Rep. Dawson's committee. In the Senate, Sen. Ed C. Johnson (D-Col.) has been assured that the Senate Commerce Committee he heads will be consulted on any future action. In connection with this, the Commerce group chairman had offered a similar bill (S 1218), which was turned over to his committee.

# RADIO SALUTE
## By Mid-Century Convocation

SALUTE to radio will be given May 11-12 at the Mid-Century Convocation to be conducted on the campus of Ithaca College, Ithaca, N. Y. The convocation will take the theme "Reaching the minds and hearts of men throughout the world to promote international understanding and world peace."

Radio will be saluted as the communications medium best fitted to pierce the barriers of illiteracy and communism. Among those chosen to speak are NARTB President Justin Miller; Dr. Benjamin Cohen, UN assistant secretary general; James A. Farley, former Postmaster General; Mark Woods, ABC board vice chairman; George V. Denny Jr., president, The Town Hall; Gustave Haenschen, orchestra director; Gene Tunney, former heavyweight boxing champion.

# FRAUD BILL
## House Vote Near

WAY was open last Tuesday for the House to vote on legislation (HR 2948) that would make it a criminal offense to use interstate radio to effect a fraud.

The bill may come up for a vote next week on the House consent calendar, it was understood.

There is a possibility that if the House passes the bill, its Interstate & Foreign Commerce Committee, which is holding hearings on the Senate-approved McFarland Bill (S 658) (see story this issue), would take notice of the changes. The MacFarland Bill contains a provision on radio fraud.

The House Judiciary Committee, which had received approval from its subcommittee No. 3, reported the bill as amended. The subcommittee had rewritten the measure to conform with suggestions rendered by Judge Justin Miller, NARTB president [BROADCASTING • TELECASTING, April 23, 16].

As reported by the judiciary group, the bill would apply to any person who transmitted or caused to be transmitted "by means of interstate wire or radio communication" any fraudulent scheme. It includes TV transmission. Maximum penalty upon conviction would be a $1,000 fine, five years imprisonment, or both.

FCC had requested passage of this measure by Congress and upon its recommendation, the bill was introduced earlier in the session by Judiciary Committee Chairman Emanuel Celler (D-N. Y.).

## F. H. Jones Jr.

FUNERAL services for Frederick H. Jones Jr., 50, account executive at the Biddle Adv. Agency, Bloomington, Ill., were conducted in that city Friday morning. A life-long advertising man, Mr. Jones died Wednesday morning after a heart attack. He had been ill six months and hospitalized three days. He worked on several radio and television accounts at Biddle, where he had been employed 18 months. Before that, he was an account executive for Glen Miller Agency, Chicago. He was a graduate of Cornell U. Surviving are his widow and son, Ricky, 13.

## WINX Owner Robbed

BURGLARS ransacked the fashionable apartment of Miss Dolly Ruth Banks, co-owner of WINX Washington, D. C., and made off with a $5,000 mink stole and an undetermined amount of clothes and jewelry last week. Miss Banks serves as assistant general manager and women's director of WINX. Her brother, William A. Banks, president, general and commercial manager, is co-owner.

# HIT THE JACKPOT With ONE OPERATION!

★ The BILLION-DOLLAR MARKET *of* EASTERN OKLAHOMA'S MAGIC EMPIRE— *Plus* THE RICH FORT SMITH TRADE AREA— SHOPPING CENTER *of* WESTERN ARKANSAS.

*The* AUDIENCE ACTION TEAM

## KTUL-KFPW

• Tulsa ★ • Fort Smith

JOHN ESAU—*Vice President, General Manager*

AVERY-KNODEL, Inc., *Nat'l Representative*

AFFILIATED WITH KOMA, OKLAHOMA CITY

# AFM PEACE

## Networks-Union Sign Radio-TV Pact

HIGHLIGHTS of the new network contracts with American Federation of Musicians for national radio, national television and national TV film labor, with a trust agreement beneficial to unemployed musicians [BROADCASTING • TELECASTING, April 23], include the following:

NATIONAL RADIO AGREEMENT

(Effective Feb. 1, 1951, to Feb. 1, 1954)

Among the provisions:

1. FM—Interchangeability of Musicians: Musicians employed for simultaneous AM and FM broadcasting may be assigned to independent AM or FM programming.

2. Cooperative programs (network programs sponsored simultaneously by advertisers in various localities)—Pay scale same as for single sponsor.

3. Participating Programs (two-or-more-sponsors for network program no portion of which is allocated to particular sponsor)—Single-engagement musicians to receive single-engagement rate plus $5 for each half hour or less.

4. Segmented Programs (network program a specific portion of which is assigned to a sponsor)—Each segment to be treated as a separate engagement.

5. Composite Programs (segments allocated to one sponsor, or unsponsored and ". . . one or more periods of time in the course of which advertising credits are accorded to more than one sponsor without allocation of any specific portion . . . to any particular sponsor.")—Single-engagement musicians to receive as follows: (1) Segments allocated to a sponsor or to be unsponsored—single-engagement rate, (2) periods of time with more than one sponsor but unallocated—single-engagement rate plus $5 per half hour or less.

6. Electrical Transcriptions: No change from old contract.

NATIONAL TV AGREEMENT

(Effective Feb. 1, 1951, to Feb. 1, 1954)

Among the provisions:

1. "Local" and "Network" TV Programs: "Local" program is one broadcast, whatever means used, over only one station; all others are "network."

2. Under Local Jurisdiction: Live local telecasts and live auditions for proposed programs which are not broadcast.

3. Live Network Telecast Scales; Basic minimum for single and weekly engagements same as applicable radio scales.

4. Audition Films: Musicians permitted in films made only to solicit live-show sponsors, providing (1) scale established by the local is paid, (2) films are exhibited privately and for purpose made only, and (3) ownership and control of all prints and other reproductions, which are to be labeled with contract provisions in this regard, is retained by networks.

5. Kinescopes: Kinescopes of live telecasts using musicians subject to (1) being produced only "at a time when the live television show is being regularly broadcast by an owned or affiliated station," (2) subsequent telecast only by stations affiliated at time of live telecast with network from whose station the live telecast originated, (3) subsequent telecast only one time within 60 days of live telecast, (4) ownership and control of all reproductions, etc., to be retained by network, and (5) kinescopes not to be otherwise used or extracted from.

6. Remotes: Rates for remotes of any kind to be exclusively within jurisdiction of Federation, and not locals.

7. Simulcasts: In addition to radio payment, musicians to get "applicable radio live repeat fee for each such commercial simulcast and $10 for each such sustaining simulcast."

8. Makeup and/or costuming: Musicians to receive $12 per service and not to be called earlier than 1 hour before the performance or rehearsal.

9. Cooperative Programs: Same as radio contract.

10. Participating Programs: Same as radio contract.

11. Segmented Programs: Same as radio contract.

12. Composite Programs: Same as radio contract.

NATIONAL TV FILM LABOR AGREEMENT

(Effective June 1, 1951—Jan. 31, 1954)

Among the provisions:

1. Appoints Samuel R. Rosenbaum to be trustee.

2. Concerns TV stations producing and exploiting motion picture films and/or sound tracks.

3. Not applicable to film made under "audition" and "kinescope" provisions or National Television Agreement.

4. Networks not to ask or influence any AFM to perform except within terms of agreement.

5. Pay scales open to individual arrangement providing agreed rates do not fall below Federation scale.

6. Without AFM permission, film not to be used or leased for any purpose except "exhibition on television broadcasts where no admission is charged for the privilege of attending such exhibition either before, during, or after transmission over television."

7. AFM to receive monthly report of films and sound tracks produced.

8. Written AFM permission required to make, or permit facilities to be used to make, films embodying pictures of musicians or instrumental music for "any other person engaged in the production or exploitation of motion picture films and/or sound tracks."

9. Failure to live up to this contract, or upon its provisions becoming illegal, gives AFM option to ignore contract until such time as it becomes legal, or is lived up to.

10. AFM has right to audit records and accounts "concerning all transactions, the gross revenues from which are subject to percentage payments pursuant to said trust agreement."

Exhibit "A," attached to the agreement, provides among other things:

A. Side Line Musicians—Basic Scales:

1. Minimum pay for any call except as otherwise specified: $28.13.

2. Consecutive work hours between 6 a.m. and 6 p.m. to be paid at the rate of straight time—per hour or fraction thereof: $3.51.

3. Consecutive work hours after 6 p.m.—time and a half—per hour or fraction of hour: $5.28.

4. When minimum of $28.13 is earned, excess is to be paid as follows: Before 6 p.m.—per hour or fraction of hour: $3.51.

5. Overtime after 6 p.m. up to 10 minutes—per hour or fraction thereof: $2.64.

6. Overtime after 6 p.m. in excess of 10 minutes—per hour or fraction thereof: $5.28.

7. All work hours must be consecutive (except that a one-hour meal period, deductible from work time, will be allowed in nine hours).

B. Motion Picture Recording Musicians—rates and conditions:

1. Single-session of three or less hours, in which (a) only five pictures of 30 minutes or less is made, (b) only five pictures of 3½ minutes or less is made, (c) only nine spot announcements of one or less minutes is made, per man: $50.

2. Two sessions (completed within 12 hours of time called) may be divided into two periods at convenience of producer, with at least one hour between sessions.

3. Work between midnight and 8 a.m. to be paid time and a half.

4. Leader or contractor, double recording musician's rate.

5. Overtime before midnight, per man per 15 or less minutes: $4.16.

6. Overtime after midnight, per man per 15 or less minutes: $6.24.

7. Overtime must immediately follow a regular session. All hours not continuous will be charged as additional sessions.

C. Single Musician (non-recording)—Daily Schedule:

1. Single sessions (three or less hours): $24.94.

2. Two sessions (six hours) completed within 12 hours of time called and ending before midnight: $41.56.

3. Engagement of two sessions (completed within 12 hours of time called) may be divided into two periods at producer's convenience, with at least an hour between sessions.

*(Continued on page 85)*

**WHAT to do when you have 50 contest winners and only three prizes? That was the problem of WMT Cedar Rapids. Tait Cummins (center), WMT sports director, ran a prediction contest on the Iowa boys state basketball tourney. In 10 days, 49,421 entries poured in. Prizes were all-expense vacation trips to Minnesota. Bill Quarton (l), WMT general manager, seems to be saying, "You've got to give us more prizes." Jerry Donrow (r), who owns the resort winners will visit, appears to be replying, "Can't do a thing for you." Mr. Cummins seems willing to let them settle the prize issue. Final decision was determined by earliest postmark.**

WHO'S ON FIRST?
IN GRAND RAPIDS, MICHIGAN
WLAV
AM-FM-TV
ON THE BALL . . .
Detroit Tiger broadcasts always win afternoon audiences in Michigan. In Grand Rapids, it's WLAV and WLAV-FM.
DOUBLE HEADER . . .
WLAV and WLAV-FM are combined to give intense AM local coverage plus widespread bonus of 50,000 FM sets.
A HOME RUN . . .
Your advertising message reaches more homes, more business places, more auto listeners, more of everybody you want to sell on WLAV and WLAV-FM.
GET ON BASE . . .
Any position between 1:00 PM and 6:00 PM is a strong selling position every day on these baseball and planned music afternoons. No other baseball on radio or television in Grand Rapids.
Note: WLAV-TV will not carry baseball nor will any other radio station in Grand Rapids carry baseball.
WLAV exclusively for the Tigers
GRAND RAPIDS
DETROIT
For availabilities call JOHN PEARSON CO.

# KOIN by popular acclaim "Portland's top station"

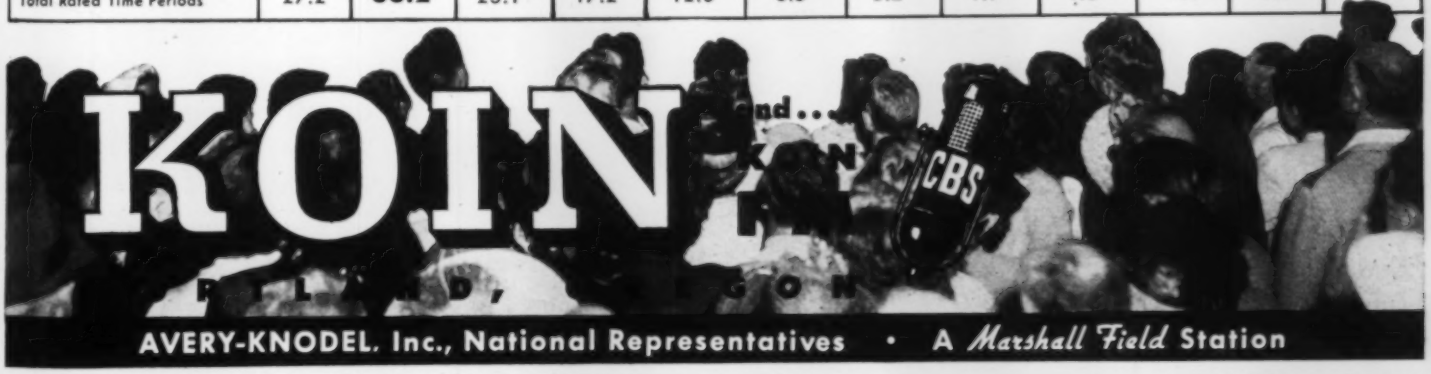
## PORTLAND PEOPLE PREFER KOIN

. . . among *all* stations by a wide margin. KOIN provides its listeners with the finest in news, music, drama, sports, and has for more than 25 years!

KOIN is Portland's No. 1 station. Hooper City zone station-audience index for the 5-month period...October 1950 through February 1951, gives KOIN *undisputed leadership!*

For the **TOP** Job of Selling in the Portland Market, Use Portland's **TOP** Station!

| TIME | RADIO SETS IN USE | KOIN (CBS) | B (NET) | C (NET) | D (NET) | E | F | G | H | I | OTHER AM & FM | HOMES CALLED |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Monday thru Friday 8:00 A.M.-12:00 Noon | 19.5 | **32.2** | 12.5 | 20.0 | 12.4 | 11.3 | 5.8 | 1.4 | 1.4 | 1.6 | 1.6 | 6,353 |
| Monday thru Friday 12:00 Noon-6:00 P.M. | 23.1 | **31.4** | 20.9 | 17.7 | 10.5 | 7.4 | 6.9 | 2.2 | 1.7 | 1.4 | 2.4 | 9,446 |
| Sunday thru Saturday Evening 6:00 P.M.-10:00 P.M. | 35.9 | **35.6** | 28.3 | 16.5 | 11.9 | . . . | 3.8 | 1.8 | . . . | . . . | 2.0 | 18,238 |
| Total Rated Time Periods | 27.2 | **33.2** | 23.1 | 17.2 | 12.0 | 8.5 | 5.2 | 1.9 | 1.8 | 1.4 | 2.1 | 37,975 |




AVERY-KNODEL, Inc., National Representatives • A *Marshall Field* Station

# OHIO INSTITUTE

## High Attendance Seen

SOME 800 delegates are expected to attend the radio-TV conference of the Ohio State U.-sponsored Institute for Education by Radio-Television at the Deshler-Wallick Hotel in Columbus May 3-6.

Included among the delegates will be representatives from colleges and universities, broadcasters, civic leaders and interested persons from allied fields.

Affiliated organizations meeting at the same time will include the National Assn. of Educational Broadcasters, the Assn. for Education by Radio, Intercollegiate Broadcasting System, Alpha Epsilon Rho and Junior Town Meeting League.

For the first time in its 21-year history, the institute is incorporating in its title the word, television.

This gesture is an indication of the whole theme to which the institute is keyed. This year, more than ever before, accent is to be placed on TV [BROADCASTING • TELECASTING, April 2].

Dr. I. Keith Tyler, head of radio education at Ohio State, is director of the institute. Kenneth Bartlett, director of the radio and television center at Syracuse U., again will serve as discussion leader at all general sessions.

TV allocations will be discussed by Brig. Gen. Telford Taylor, attorney who represented the Joint Committee on Educational Television at the Washington hearings.

Among other principal speakers scheduled are Robert Saudek, ABC vice president, and Morris Novik, New York consultant.

A partial agenda follows:

May 3—Opening General Session: "How Can the Public Interest Best Be Served Through Television?"

May 4—General Session: "Is Broadcasting an Effective Medium for Developing Understanding Among Nations?"

A luncheon of the National Assn. of Educational Broadcasters.

The afternoon session will be devoted to special interest groups such as: "How to Tell the UN Story," discussion led by Dorothy Lewis, coordinator of U. S. stations relations for United Nations Radio. Among those taking part in this discussion, and who will concentrate on technques of presenting UN material in classrooms, are Dorothy Gordon, moderator, *New York Times* Youth Forum; Kathleen N. Lardie, manager, WDTR Detroit; James F. MacAndrew, director of broadcasting, New York City Board of Education; Olive McHugh, Toledo radio consultant, and Burton Paulu, director of radio, U. of Minnesota.

Discussion of effective promotional, publicity and production techniques for educational and public service programs will have Richard Pack, WNEW New York, as chairman, and a speakers panel including Hal Davis, Kenyon & Eckhardt, New York; Leon Goldstein, WMGM New York; Robert Rodgers, WGMS Washington, and Keith Nighbert, KUSD U. of South Dakota.

Thomas D. Rishworth, director, Radio House at U. of Texas, and national chairman of committee on radio and TV for National Congress of Parents & Teachers, will lead a discussion of children's radio and TV programs. Other speakers include: Dallas Smythe, U. of Illinois; Warren C. Seyfert, U. of Chicago; John H. Sitting, Ohio Congress of Parents & Teachers; Philip Lewis, Chicago South Shore High School; Judith C. Waller, NBC; Gertrude G. Broderick, U. S. Office of Education; Gale R. Adkins, Radio House, U. of Texas; Betty T. Girling, Minnesota School of the Air.

Other afternoon topics: "Radio Problems of Teacher Training Institutions"; "Radio Writing and Production"; "Clinic for Educational Stations."

### Workshop Discussion

Paul Bogen, director of radio, U. of Nebraska, will speak on "High School Radio and Television Workshops," and Charles F. Church, director of education and research, KMBC Kansas City, will lead a panel on "Educational Broadcasting Through Commercial Stations." Other presentations will be given by Arnold L. Wilkes, WBAL-TV Baltimore; Wayne Richards, KSL-TV Salt Lake City; Madeline S. Long, Minneapolis Public Schools.

In addition, there will be a demonstration of a school telecast, and a general session on "The Status of Educational Broadcasting."

May 5—The morning session will take up work-study groups: Paul Reed, consultant for visual and radio education, Rochester, N. Y., will talk on "School Broadcasting." Clinic for 10-w stations; clinic for campus stations; "Youth Discussions on Television"; "Broadcasting Training in Colleges and Universities"; "Religious Broadcasting"; "Agricultural Broadcasting," and "Training for Broadcasting by Professional Schools."

Luncheon of the Assn. for Education by Radio.

The afternoon session will be devoted to special interests groups.

Ted Mills, producer of NBC-TV's *Garroway at Large*, will be chairman of a meeting on television writing and production with speakers to include Worthington Miner, CBS-TV producer, and Fred Coe, NBC-TV producer; Ruth Foltz, elementary program coordinator, "Writing School Broadcasts"; Seymour Siegel, director of radio communications for New York City, "Educational Broadcasting in the National Emergency," and Richard B. Hull, director, WOI Ames, Iowa, "Next Steps in Television for Educators."

Other special interest groups slated are: "Organized Listener Groups," "Communications Research," "Equipment for Educational Uses," "Radio and Television Criticism," and "Broadcasting and Politics."

Annual Institute dinner. There will be an outstanding speaker and the Institute Awards will be announced.

May 6—Work-study groups will take over the morning session. Franklin Dunham, chief of radio in the U. S. Office of Education, will direct a panel on broadcasting and government agencies.

Panel on "Adult Education by Radio and Television" will include the following participants: Lynn Poole, Johns Hopkins U.; William Hodapp, Teleprograms Inc.; Richard H. Bell, coordinator of Ohio State U. science shows on WLWC (TV) Columbus; Garnet R. Garrison, U. of Michigan; Edward P. Wegener, WOI-TV Ames, Iowa; Paul Richard, Detroit U.

In a session devoted to "Agricultural Broadcasting," Kenneth Gapen, assistant director of information for radio and TV, U. S. Dept. of Agriculture, will speak on "Where Have We Been and Where Are We Going?"

Others to take part in this discussion are Jerry Seaman, of Bert S. Gittens Adv., "Program Promotion"; F. P. Taylor, Steubenville, Ohio, county agent, "How County Agents Use Radio"; L. Davis, consumer education, Dept. of Agriculture, "We're Waking Up to Our Consumer Audience," and Phil Alampi, WJZ New York, president of the National Assn. of Radio Farm Directors, "Working Together More Effectively."

Other work-study groups are to be on "Radio and Television News," "Health Education by Radio and Television"; "Broadcasting by National Organizations," and "Religious Broadcasting."

At a special luncheon, Ned Brooks, of NBC's *Three Star Extra*, will be a panel speaker in a session on "Freedom and Responsibility in Handling the News."

# APPOINT MORRIS

### Gets Top Electronics Post

APPOINTMENT of Edmund T. Morris Jr., associated with Westinghouse Electric Corp., Baltimore, since 1928, as chairman of the government's top-level "super" Electronics Production Board was announced last Monday.

Mr. Morris

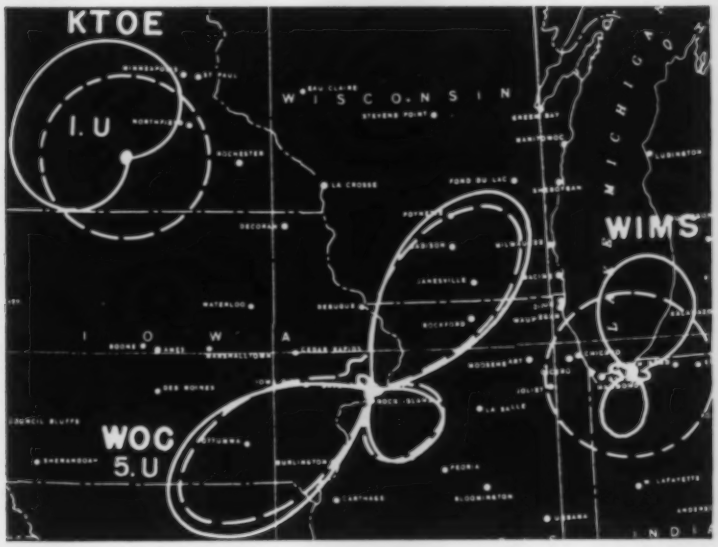
The inter-agency board was set up by DPA last month to assure that sufficient quantities of equipment be channeled on schedule to civilian and military streams [BROADCASTING • TELECASTING, March 26].

Mr. Morris, assistant to Walter Evans, vice president of Westinghouse, is manager of the firm's Electronics and X-Ray Division, a post he assumed in September 1948. He also has been serving as manager of Westinghouse Stratovision, a projected nationwide airborne TV system developed jointly with Glenn L. Martin Co.

The following appointments to the DPA electronics board were also announced:

Harry A. Ehle, vice president, International Resistance Corp., representing the U. S. Army; Don G. Mitchell, Sylvania Electric Products Corp., U. S. Air Force; John G. Daley, chief of the Electronics Product Division, National Production Authority; Capt. F. R. Furth, director of Naval Research Labs; M. W. Boyer, general manager, Atomic Energy Commission; C. W. Middleton, vice chairman for production, Munitions Board.

# THIS IS THE SHAPE OF THINGS* IN THE MIDDLE WEST AT 1420 KC




***All things important to radio engineering—call letters, location, power, operating hours, directional patterns—for every AM broadcasting allocation on any given frequency.**

STANDARD BROADCAST ALLOCATION MAP BOOK—1951 EDITION is now off the press. Shown above is a tiny excerpt from one of its 107 pages. Each page, measuring 17″ x 22″, reveals the basic facts about *all* the allocations on each channel from 540 kc to 1600 kc.

Originated in 1946 as a unique service to the industry, this atlas has now been thoroughly revised and expanded to cover all North American allocations—and, besides, NARBA-revised structures for the Bahamas, Cuba, the Dominican Republic, Haiti and Jamaica. This new edition thus makes clear the effect on the U.S. of all realigned facilities.

Pre-publication demand for the ALLOCATION MAP BOOK is already setting new records. To assure yourself the copies you will need in *your* business, simply fill in the order form below. Also available, as in the past, is the special monthly supplement service which readily keeps your atlas data up to date.

SIGN HERE . . . for matchless service benefits . . . MAIL TODAY

**ED W. DAVIS, Chief Allocations Engineer,**
**MBS, 1440 Broadway, N.Y. 18, N.Y.**

☐ Send me ____ copies of '51 ALLOCATION MAP BOOK @ $50.00

☐ Send me ____ copies of '51 ALLOCATION MAP BOOK—plus monthly supplement service to March, '52 @ $65.00

Check encl. ☐ Bill me ☐

**NAME** _____

**FIRM** _____

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_____

**Engineering Department,**

# MUTUAL

**BROADCASTING SYSTEM**

## JOHN H. QUARLES

### WRGA President, Dies

JOHN H. (Happy) QUARLES, president of WRGA Rome, Ga., died April 7 as a result of a heart condition from which he had suffered for some time. He had assumed the presidency of WRGA following the death of his father, John W. Quarles, last Dec. 4.

WRGA had been controlled by the Quarles family since 1933. The younger Quarles was widely known in the industry and had been active in Georgia civic and public affairs.

## VAB Agenda

AGENDA for the annual meeting of the Virginia Assn. of Broadcasters, to be held at the Homestead, Hot Springs, Va. Thursday and Friday, has been sent to VAB members by President John W. Shultz, WMVA Martinsville, Va. Featured speakers will include Campbell Arnoux, WTAR-TV Norfolk, who will discuss TV operation in Virginia; Fred Dabney, time-buyer at Ketchum, MacLeod & Grove, Richmond, and Don Whitehead, AP foreign correspondent just returned from Korea. Other sessions will be devoted to appointment of committees, reports on resolutions, election of officers and directors. A luncheon, dinner and cocktail party also are scheduled.

**SIGNING a $100,000 lease for new studios and office space in the Bankers Bldg., in downtown Milwaukee, is C. J. Lanphier, (seated), president, WFOX Milwaukee. Witnessing the process are (l to r) Charles A. LaForce, WFOX director of TV planning; Stanley Nastal, secretary, Wisconsin Broadcasting System Inc.; Arthur Binger, vice president, Bankers Bldg., and Jack Lippert, president, Bankers Bldg. WFOX expects to be in the new quarters soon.**

# CENSORSHIP

## *ASNE Committee Urges Voluntary Control*

IN THE event of full-scale war, censorship operations should be administered on a voluntary basis under the direction of a qualified civilian from public media fields, the American Society of Newspaper Editors was told April 21 at the close of its 28th annual convention in Washington.

The recommendation was devised by an ASNE committee, which also warned against "arrogant suppression of the news" at both federal and local levels and attacked the Argentine government for seizing the independent newspaper, *La Prensa*. It was offered by Jack Lockhart, Scripps-Howard newspaper.

Three main facets are embodied in the report on censorship, which reportedly coincided in substance with current planning by the National Security Resources Board. They reflect proposals put into effect during World War II when Byron Price headed the Office of Censorship.

Under this plan, the new office would serve as an independent government agency, responsible directly to the President; would be headed by a civilian from radio, television, newspaper or wire service groups; and would administer censorship on a voluntary rather than compulsory basis.

**Some Approve**

A number of government departments reportedly have approved the blueprint for censorship, among them FCC, Dept. of Defense, State Dept. and Justice Dept. It was stressed, however, that present agreement does not constitute a "final commitment by the government."

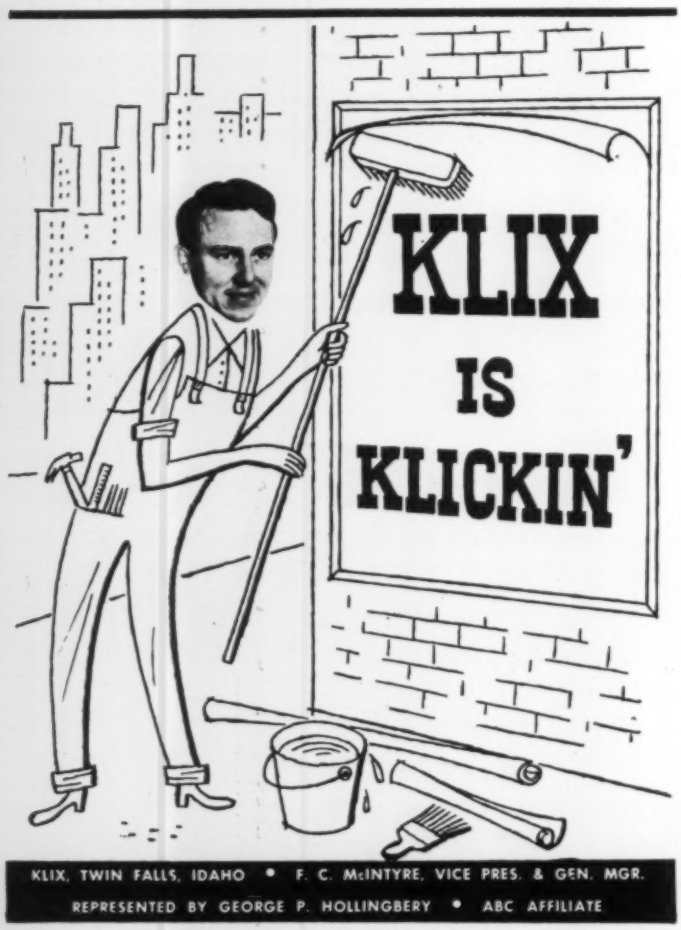
ASNE's Freedom of Information Committee suggested a national drive against government secrecy on information, charging that public officials at national, state and community levels are damming up vital information and issuing "contemptuous challenges" to public media. A new credo in Washington, the group added, dictates that it is "dangerous and unwise to let information . . . leak out in any unprocessed form."

The committee specifically cited the Depts. of Defense and Commerce, Federal Security Agency, Internal Revenue Bureau and the RFC. Locally, it lashed out at the District of Columbia commissioners whose meetings behind closed doors are an "inspiring example of news control."

Another instance, though not specifically mentioned by the committee, lay in the explosive protests generated by the District of Columbia police department's action in attempting to remove television cameras from private property during Gen. Douglas MacArthur's Washington visit [BROADCASTING • TELECASTING, April 23]. The incident drew the fire of radio, television and newspapers alike (see separate story).

Elsewhere access to information is "being blocked off now by more camouflage, more barbed wire and red tape entanglements than any freedom ever encountered in the trenches . . . Clever screens are being raised between the public and information . . ." the group asserted.

Looking at the seizure of *La Prensa*, the committee resolved that the Peron government's action "erects another barrier between Argentina and the United States." Radio stations commemorated the death of *La Prensa* throughout the nation with spot announcements mourning its death, while many U. S. newspapers had flown their flags at half mast.


KLIX, TWIN FALLS, IDAHO • F. C. McINTYRE, VICE PRES. & GEN. MGR.
REPRESENTED BY GEORGE P. HOLLINGBERY • ABC AFFILIATE


## *KWIK OFF AIR*

### *Closed by FCC*

UNDER an FCC decision handed down 90 days ago, KWIK Burbank, Calif., 250 w independent on 1490 kc, permanently ceased operation at 8 p.m. (PST) last Tuesday. Ruling followed a hearing in which FCC maintained the station's former owner, Burbank Broadcasters Inc., had made a stock transfer without notifying the commission.

Station went into bankruptcy more than two years ago and since then had been operated by Leslie S. Bowden, trustee in bankruptcy, with International Ladies Garment Workers Union guaranteeing the estate against loss.

KWIK was bought by the union two years ago at public sale for $40,000 contingent on FCC approval. Commission's ruling that the former owners gave no notification of the stock transfer and decision to permanently discontinue operation, voided the sale.

Floyd J. Jolley, former mayor of Burbank and now a city councilman, in association with Councilman Walter Mansfield and others, has petitioned FCC for the station's frequency. They are also negotiating with the trustee in bankruptcy for purchase of the station's facilities. Station transmitter is located on Burbank city park property.

# Top Ratings You Can Get Your Hands On!

That's what you're interested in . . . ratings you can buy! And in Worcester, Mass., independent WNEB has them!

**IN LOCAL PROGRAMMING FROM 8 A.M. TO 6 P.M.**

in time periods that are *available* to you. . .

**WNEB LEADS IN ALL QUARTER-HOURS EXCEPT 3, IN COMPETITION WITH THE LOCAL PROGRAMS OF FOUR NETWORK STATIONS!***

What about the general picture? For the past year and more, from 8 A.M. to 6 P.M., competing with both local and NETWORK programs, the average ratings have shown that

**INDEPENDENT WNEB HAS MORE LISTENERS THAN THREE OF THESE NETWORK STATIONS COMBINED!†**

WNEB's consistently high ratings, together with WNEB's low rates, makes WNEB consistently a better buy!

* Hooper Report Oct. 1950-Feb. 1951
† Hooper Report Oct. 1949-Feb. 1951

**WNEB**

**WORCESTER MASSACHUSETTS**

NEW ENGLAND'S LEADING INDEPENDENT IN NEW ENGLAND'S THIRD LARGEST MARKET

Represented by: The Bolling Company, Inc. and Kettell-Carter, Inc.

# editorial

## Public Service Perils

SEN. ED JOHNSON, at the request of a broadcaster, has introduced an amendment to the Communications Act that would do something, but not nearly enough, to simplify the hopelessly complex problem of political broadcasts.

The Johnson amendment, suggested by Ed Craney, western stations owner, would make Sec. 315 of the Act applicable not only to political candidates themselves but also to their authorized spokesmen.

The section now reads: "If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station. . . ."

The amendment would include, in addition to the candidates, such persons as are authorized to speak for them.

As now composed, the section also prohibits stations from censoring any material broadcast under provisions of the sections—a prohibition that would be extended, under the amendment, to apply to non-candidates. To this extent, the amendment would settle one question that has been fought as high as the U. S. Supreme Court.

A year ago the U. S. District Court in Philadelphia dismissed a libel suit against KYW, WCAU and WFIL, all Philadelphia, on the grounds that Sec. 315 forbade them to censor political broadcasts and that accordingly they were not responsible for any libel that crept into political speeches on their air.

Last December the U. S. Court of Appeals for the Third Circuit reversed the lower court, pointing out that the broadcasts in question were not made by a candidate. The Court of Appeals said that Congress had made it "perfectly clear" that Sec. 315 applied only to speeches by candidates and did not prohibit censorship of non-candidates.

Only a few days before the introduction of Sen. Johnson's amendment, the U. S. Supreme Court refused to review the Circuit Court ruling—which means that the whole question has been reopened for further litigation. Such intricacies as this would be eliminated if the amendment were passed.

But other intricacies would remain, and, added up, they make an awful snarl.

Here is one dilemma: Sec. 315 specifically prohibits the broadcaster from censoring political broadcasts, but nowhere gives him any protection against local libel laws. If he obeys Sec. 315 explicitly, he cannot stop a candidate from delivering a libelous speech.

Here is another: The section specifies that the broadcaster is under no obligation to permit any candidate to broadcast. In view of the welter of inconveniences he faces if he lets the first political aspirant use his station, a broadcaster might be tempted to keep away from politics altogether—except that the FCC, which administers the Communications Act, has made it plain that broadcasters who refuse to carry political talks are not living up to their public service responsibilities.

These are dilemmas which have burdened the broadcaster long enough.

With the Johnson amendment as a starter, the Congress would do well to explore the whole, perplexing subject of politics on the air. Next year will bring another national political campaign. We trust that by then broadcasters will be able to operate under more sensible regulation.

## TV Political Grab

UNDER THE very noses of the nation's business and social leadership is being perpetrated an attempt at one of the biggest political grabs in history. Not much has been done about it because of the reluctance to attack a project that has taken on, mischievously, we think, the aura of education.

We refer to the bite of organized educators into the TV allocations. Already victor to the extent of snatching 10% of the tight supply of assignments, the now well-financed educators' lobby is whooping it up for 25%.

In unvarnished words, this is a crusade for socialized TV. In this case education should be recognized for what it is. It is government, local, state and federal. Government is political. Thus, the issue is not whether a TV system should be devoted to education, but whether there should be a government-owned and controlled system alongside our private system.

David L. Lawrence, the Democratic boss of Pittsburgh, and chairman of the National Conference of Mayors, is plumping hard for the "educators' cut". He's urging his fellow mayors to move in. Why?

You can round up all of the trite talk about education, uplift, sweetness and light, and you collide with the inevitable: Mayors are elected politically and school boards are elected or appointed politically.

These channel grabbers are not educational leaders. Educators in the highest tradition do not compete with private enterprise. The earmarked allocations are not specified for colleges and universities, as appears to be commonly accepted. They cover all education.

The half-billion dollar Ford Foundation has been tapped for $90,000 by the Joint Committee on Educational Television. It is significant that the prime mover of JCET is Dr. Robert M. Hutchins, who resigned from the University of Chicago to become a trustee of the Ford Foundation.

Already, numerous local school boards have gone to the Ford Foundation for funds to build TV stations, presumably through the good offices of Dr. Hutchins, first the organizer of JCET and now at the paying teller's window of the Ford Foundation.

Aside from these sinister aspects, there are practical reasons why the FCC should not have capitulated. Limiting the use made of assignments, in turn limits the opportunity for competitive services and deprives the public of the program choice to which it is entitled.

The quest of the JCET lobby is a revival of the 1934 AM lobby for a fixed percentage of aural facilities. The U. S. Office of Education worked with Joy Elmer Morgan, of the National Education Assn. in that campaign. Money was procured from the Rockefeller and Carnegie Foundations and the Payne Fund. The Wagner-Hatfield Bill, instructing the FCC to study the issue, was approved. The FCC reported that no case had been made.

Our school systems are in dire financial need. Teachers are under-paid. New construction is needed. The entire program lags. Then how can prudent government, whether local, state or Federal, espouse TV stations involving an initial investment of half a million per entity plus annual operating overheads (deficits) to match?

There must be a reason. It is the lust for power—political power and perpetuation of politicians in office. It is a move toward socialization of the latest and greatest instrumentality for winning the hearts and minds of men.

# our respects to:

**JOHN McLAUGHLIN**

JOHN McLAUGHLIN, advertising and sales promotion manager of Kraft Foods Co., Chicago, remembers his initial sales venture as having all the essentials of a TV comedy routine.

As a door-to-door salesman for a vacuum cleaner concern 23 years ago, he made his first pitch to a housewife in Evanston, a Chicago suburb. For his convincing demonstration, he carried a large bag of feathers which were to be scattered on the rug. The demonstration would, naturally, show how competently the cleaner inhaled the feathers.

After a series of closed-door rebuffs, he maneuvered himself into a house and moved smoothly toward the climax of his salesmanship—the feather flying. Clicking on the switch, Mr. McLaughlin heard a great whirr and a puff, and found himself—along with the disgruntled housewife— enveloped in a fog of feathers. He hadn't attached the bag to the machine properly. For the next two hours, he proved the merits of the cleaner—to himself. The housewife wasn't convinced.

Although Mr. McLaughlin has passed sales tests more successfully since then, he has nevertheless been called upon to study and cherish the housewife's point-of-view. Several years later, as editor and publisher of a four-color, eight-page tabloid publication, *Your Friendly Neighbor*, he worked as Mary Mack, needle-work expert; Phoebe Dane, cooking authority, and Tom Andre, Hollywood gossip columnist, all at the same time. The paper was distributed by neighborhood Pure Oil Co. stations to customers in their service area.

He worked in Chicago for the Pure Oil Co. and its subsidiaries for 13 years. During that time, he trained station managers in selling accessories and planned campaigns for tires, batteries and other accessories as assistant advertising manager. In this work, he helped develop the system of selling accessories through service stations by coordinating sales with service. He nurtured this through the experimental stage to a point where it made a profit for the company and increased customer satisfaction. It was then, he reports, he learned to "appreciate the dependency of the retail merchant on the higher echelon of advertising."

Before joining Pure Oil, Mr. McLaughlin spent a year as a student-worker in all departments of the Public Service Co. of Northern Illinois. On completion of his training, he was transferred to a subsidiary of the Insull Corp., where he was advertising man-

*(Continued on page 86)*

# When we talk Television YOU GET AUDIENCE ACCEPTANCE

FIRST on radio... now on TV, these WFAA produced shows are attracting a loyal and receptive audience... an audience with buying power to ring up sales for the sponsor's products. Each of these experienced and familiar artists is seen on television throughout the Dallas-Fort Worth area. An established local following resulted in immediate commercial sponsorship for these WFAA favorites. If you have a sales problem take it to the station with 28 years' experience in writing, creating and producing shows... first on radio ... now on TV.

**WFAA-TV**

**CHANNEL EIGHT**

27.1 KILOWATTS DALLAS

**NBC, ABC, DuMONT**

*Represented Nationally by*

**EDWARD PETRY & CO., INC.**

*Martin B. Campbell, General Manager*

"The Bob Stanford Show" with Bob, Easy Marvin and Agnes, The Frito Company, Sponsor

"Webster Webfoot," the talking duck, Sanger Bros. Dept. Store, Sponsor

"The Norvell Slater Show," Mohr Chevrolet Co., Sponsor

Howard Bogarte lends Julie Benell a hand with her cooking show. Participations available.

# front office

**A. A. (Abe) SCHECHTER**, since Nov. 1 on executive staff of Crowell-Collier Publishing Co. *(Colliers, American, Woman's Home Companion)*, last week was elected vice president in charge of public relations, which embraces publicity, advertising and promotion. He joined publishing firm after having been vice president of Mutual since 1945. Prior to war, in which he served as lieutenant colonel, he had directed NBC news and special events for a decade.

Mr. Schechter

**TOM PETERSON**, who resigned two weeks ago as Chicago manager of O. L. Taylor Co. [BROADCASTING • TELECASTING, April 9], to John E. Pearson, station representative firm, as account executive in Chicago office. He is on vacation now and will report for work May 7. **GEORGE W. CLARK**, midwest sales manager, said addition of Mr. Peterson increases number of salesmen in Chicago to four.

**NATIONAL TIME SALES**, N. Y., radio station representative, appointed exclusive representative for WGMS Washington.

**M. LEONARD MATT**, program director and news commentator WDAS Philadelphia, appointed assistant manager.

**JACK GRANT**, national sales representative KROW Oakland, appointed sales and service manager.

**ADAM J. YOUNG Jr. Inc.**, N. Y., appointed national representative of KWFC Hot Springs, Ark.

**DOC POURNELLE**, former manager WHBQ Memphis, has acquired an interest in WWSO Springfield, Ohio. His associate is **BRADLEY KINCAID**, WWSO president, and veteran radio performer.

Rock Island, Ill.
Moline, Ill.
East Moline, Ill.
Davenport, Iowa
QUINT CITIES
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . a market with money in its pockets . . . a market blanketed by WOC.
Basic
NBC Affiliate
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
WOC
5,000 W 1420 Kc
B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives


**CARL E. LEE**, director of engineering Fetzer Broadcasting Co. (WJEF Grand Rapids, and WKZO-AM-TV Kalamazoo), appointed assistant to President **JOHN E. FETZER**. Under supervision of president, Mr. Lee will be charged with execution of all company policies and will continue as director of engineering for stations.

Mr. Lee

**PAUL H. RAYMER Co. Inc.**, N. Y. now mailing weekly newsletter reporting national spot activity to all radio and TV stations it represents. Weekly releases include latest information on proposed campaigns, products distribution, markets to be used, agency and advertising personnel realignment and changes, with occasional warning when questionable account appears in trade.

**W. L. HURLEY** and **STEVE DOUGHERTY** to sales staff WDGY Minneapolis. Mr. Hurley was with KSO DesMoines, and Mr. Dougherty worked at WMIN St. Paul.

**O. L. TAYLOR Co.**, N. Y., appointed national sales representative for WCBM Baltimore, Md.

**IVAN W. WHITTET** to Toronto office National Broadcast Sales, station representative firm, and **ERNIE TOWNDROW** from Toronto office to Montreal office.

**ALAN COURTNEY**, station relations contact NBC Hollywood, named broadcast industry liaison on promotion committee L. A. Zoological Society.

**FRED PEMBERTON**, British Broadcasting Corp., London, appointed manager CKSF Cornwall. He succeeds **HARRY FLINT**, appointed general manager WOSC Fulton, N. Y.

**GODFREY TUDOR**, South African Broadcasting Corp., to sales staff H. N. Stovin & Co., Toronto, station representative.

**R. J. GRASLEY** appointed manager CJRW Summerside, P.E.I.

## *Personals . . .*

**VICTOR A. SHOLIS**, vice president and director WHAS-AM-TV Louisville, presented 1951 medal of American Cancer Society, as layman contributing most to cancer control program in America. . . . **A. HARRY BECKER**, chief of administration branch, Litigation and Administration Div., FCC Law Bureau, father of daughter, Susan Joette, born April 20 . . . **MARK WOODS**, vice chairman of board of directors ABC, will be one of principal speakers at Mid-Century Convocation of Ithaca College, May 11 and 12. Mr. Woods will discuss role of radio in "Reaching the Minds and Hearts of Men Throughout the World to Promote International Understanding and World Peace."

**HOWARD STANLEY**, general manager and commercial manager WEAM Arlington, Va., father of boy, Jeff. . . . **JOSEPH L. TINNEY**, vice president WCAU Philadelphia, promoted from lieutenant commander to captain in Naval Reserve. . . . **WALTER H. GOAN**, general manager WAYS Charlotte, N. C., appointed publicity director for annual city Police-Firemen's Baseball game.

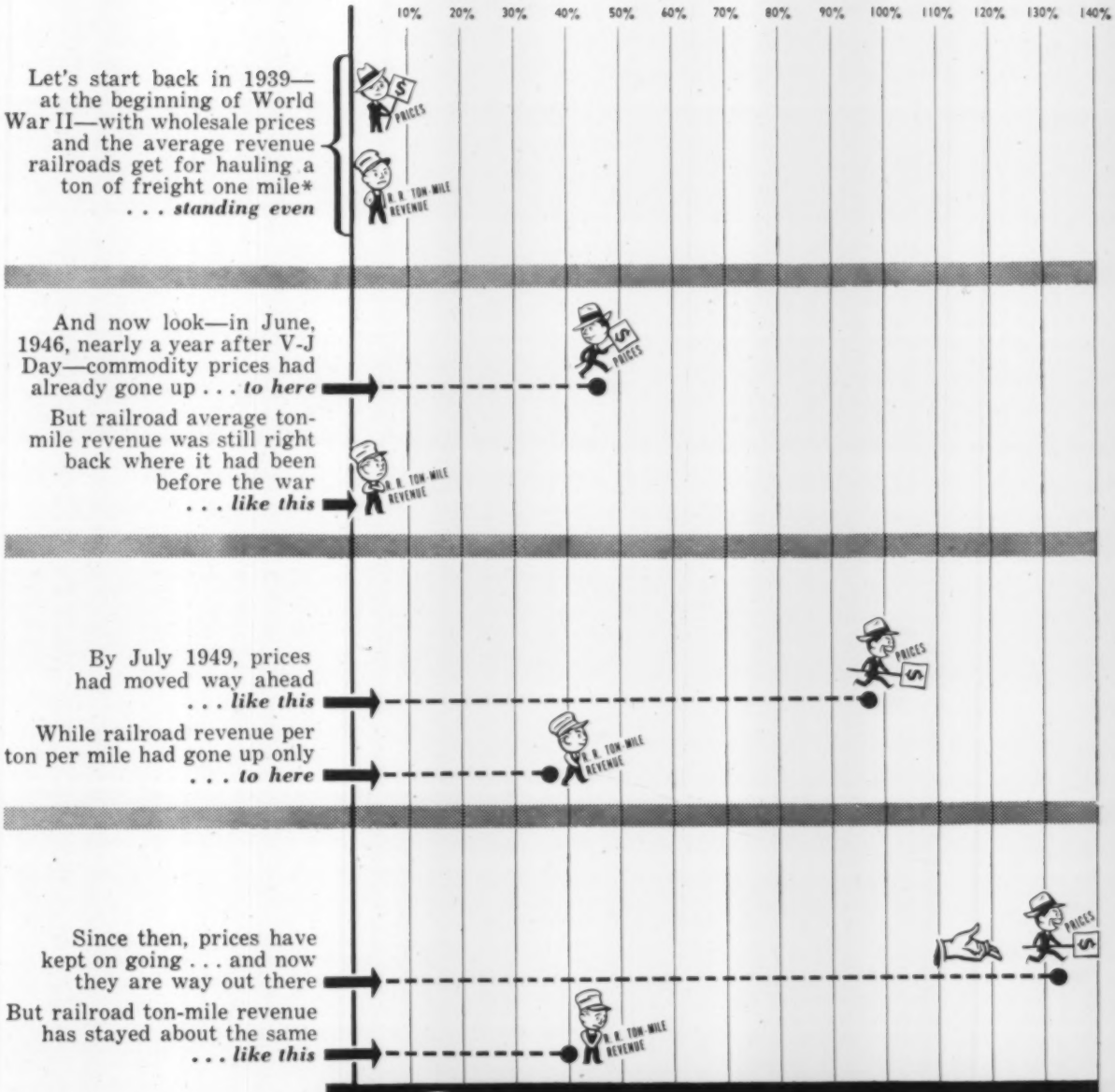
**HARRY D. GOODWIN**, general manager WNJR Newark, father of daughter, Claire Louise. . . . **FRANK E. SHAFFER**, general manager WEIR Steubenville, Ohio, awarded Navy Unit Citation for service during World War II. . . . **ROBERT J. McANDREWS**, managing director Southern California Broadcasters Assn., named commercial broadcasting representative on Communication Division, L. A. County and Cities Civil Defense Planning Board.

**WAYNE MULLER**, account executive KIEV Glendale, Calif., father of boy, Jonathan, April 11. . . . **DICK WALSH**, account executive KGER Long Beach, Calif., elected president Long Beach Advertising & Sales Club. . . . **CHARLES MALCOLM DACUS**, salesman WTVJ (TV) Miami, and **NANCY JANE KULP**, former writer-actress at station, married April 1. . . . **GEORGE MOSCOVICS**, manager television department, KTSL (TV) Los Angeles, May 1 speaks on TV before Seattle (Wash.) Advertising Club. He will also conduct "clinic" on TV commercials.

**ROBERT A. SCHMID**, MBS vice president for advertising promotions and public relations, to speak today (Monday) before New York U. Advertising and Marketing Club in New York, on "Care and Feeding of Trade Marks." . . . **EDWARD C. CANNON**, general manager KIEV Glendale, Calif., elected to local board of education. . . . **KEN COOPER**, account executive WDRC Hartford, father of daughter. Deborah.

# Railroad Freight Charges . . .

# . . . the **Smallest Part** of rising prices


10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
110%
120%
130%
140%
Let's start back in 1939—at the beginning of World War II—with wholesale prices and the average revenue railroads get for hauling a ton of freight one mile* . . . *standing even*
PRICES
R. R. TON-MILE REVENUE
And now look—in June, 1946, nearly a year after V-J Day—commodity prices had already gone up . . . *to here*
But railroad average ton-mile revenue was still right back where it had been before the war . . . *like this*
By July 1949, prices had moved way ahead . . . *like this*
While railroad revenue per ton per mile had gone up only . . . *to here*
Since then, prices have kept on going . . . and now they are way out there
But railroad ton-mile revenue has stayed about the same . . . *like this*

**Prices are as reported in the Index Numbers of Wholesale Prices issued by the U.S. Department of Labor, Bureau of Labor Statistics.*

*Ton-mile revenue, while not an exact measure of freight rates, measures what railroads get, on the average, for hauling a ton of freight one mile.*

***So it is*** — that railroad freight charges—which even before the war were but a small fraction of the cost of most articles you buy—are a still smaller fraction of today's prices.

ASSOCIATION OF AMERICAN RAILROADS

Transportation Building • Washington 6, D. C.

# RTMA STEEL REQUEST *Pends Before NPA*

A REQUEST by Radio-Television Mfrs. Assn. that the government modify its iron-steel restriction order which the industry claims would now tend to prevent it from fulfilling consumer demand for smaller radio-TV sets was pending before the National Production Authority last week.

The protest, filed by RTMA President Glen McDaniel with NPA Administrator Manly Fleischmann, was understood to have been referred to NPA's general counsel for reply.

Mr. McDaniel told the production agency that present language of the order—specifically sections which now place a ceiling on unit production—is "directly contrary" to NPA's materials conservation policy, which calls for redesign of equipment and substitution of metals in greater supply.

The regulation, Mr. McDaniel asserted, "would have the undesirable result of freezing our industry production to its pattern of 1950 when an unusually large number of expensive combination receivers was manufactured." In effect, it would serve to impose a unit cutback on set manufacturers and eliminates flexibility in production of various types of receivers.

**'Efficient Job'**

Mr. McDaniel said it is industry's understanding that a "resourceful and efficient job" of conserving materials would enable it to "make as many of its products available to the public as possible within a tonnage limitation by reducing the amount of the controlled material in any single unit." The order divided the radio-TV industry into five production categories, and prohibits the shifting of steel allotments from one category to another.

The sections of Order M-47 to which RTMA takes exception provide that firms assembling parts made of steel and iron shall be limited to 50% of the total units assembled during last year's base period.

**Cites Five Points**

These points were raised by Mr. McDaniel:

1. The result . . . can only be to lessen the effectiveness of our conservation effort so far as steel is concerned. This blow comes at a time when our industry-wide program involving the free dissemination of information on conservation developments to all companies within the industry is gaining momentum. . . .

2. The radio-television industry is still in a period of growth and development. Its products continue to change and improve rapidly and are not stabilized as those, for example, in the automobile industry. The provisions cited tend to halt this development. They retard the process of evolving better products for less money. They discourage technological progress.

3. The radio-television manufacturing industry is highly competitive and is well known for the rapid, even spectacular growth of its small and new companies. The provisions of Sections 5 and 6 tend to freeze competitive positions at the status existing a year ago. This will mean a halt to the growth of some smaller and newer companies who have made enormous progress in the past year. It will enhance the advantages of the larger and wealthier companies who had the resources to pioneer in television's development and will penalize the smaller companies who have less financial strength.

4. To keep our industry in a healthy condition, we must constantly alter the nature of our products to meet changing public demands. Part of this change in public demand results from the imposition of a 10% excise tax on TV sets last November, the tightened credit restrictions of Regulation W, and increased labor and materials cost. These factors require that we make stringent effort to reduce the cost of television and radio sets so that persons in low and moderate income groups can afford to pay for them. At present the demand for smaller table model radio and television sets is stronger than the demand for large combination sets.

The provisions . . . tend to prevent the industry from meeting this public demand. The result can only be the waste of steel by the manufacture of a greater proportion of sets which consume a relatively larger quantity of steel.

5. If the provisions referred to are based in part on the idea that manufacturers should be prevented from shifting production to more profitable units, we believe this consideration is inapplicable to the radio-television manufacturing industry. Precise figures are not obtainable, but it is certainly clear that the industry's desire to make more sets in the lower price categories is not a search for higher profit margins. It is a desire to meet the popular market where profits can be expected only from the economies made possible by quantity production technique. We must add that we do not believe the purpose of M-47 is to control profits under the guise of limiting the use of steel.

## OHIO MEETING

**Sessions Begin Tomorrow**

PANELS on station expenses, operations and labor relations will highlight the annual spring meeting of the Ohio Assn. of Broadcasters at the Hotel Deshler-Wallick, Columbus. Sessions are scheduled for tomorrow and Wednesday.

Speakers on the agenda include William Weintraub, Weintraub Advertising Agency, New York; Oliver Gramling, assistant general manager for radio, Associated Press; Harold Rice, Ohio Civilian Defense Director, and Ralph Hardy, NARTB director of government relations. Registration is tomorrow, 10 a.m. to noon.

## NPA SURVEY

**To Check Electronic Mfrs.**

CROSS-SECTION survey of electronic manufacturers will be undertaken by the government shortly to ascertain whether they are complying with various regulations set forth by the National Production Authority.

The compliance spot check will be far-reaching in scope, embracing such facets as inventories, use of scarce raw materials, conservation techniques and compliance with defense-rated orders. When deliberate violations are found, the cases will be referred to the Justice Dept. for "prompt and vigorous prosecution," NPA Administrator Manly Fleischmann asserted.

The survey will extend to all industry groups, covering about 25 business concerns in each field and including large, medium and small enterprises on a geographical basis. Aside from electronic manufacturers of end products and component parts, aluminum fabricators and producers of copper and copper base alloy products also will be included.

One such survey, covering more than 300 members of the aluminum industry, already has been completed by the Federal Trade Commission, which conducted similar studies for the War Production Board during World War II. Compliance examiners will endeavor to help firms avoid violations and to correct them when they occur, NPA stressed.

## POPULATION

**153,490,000 as of March 1**

TOTAL population of the United States was estimated at 153,490,000 as of March 1, including armed forces overseas, according to Roy V. Peel, Census Bureau director. This represents an increase of 2,357,000 or 1.6% over April 1, 1950.

The bureau is issuing county-by-county agricultural reports for each of the nation's 3,000 counties. Based on 1950 census data, the reports show number of farms, acreage, average size, average value, irrigation, operator, electrical facilities (but not including radio or TV sets), along with livestock inventory, sales of principal crops and animals, and grain production.

These farm figures are compared with data from the 1945 agricultural census. Radio stations may request these reports for counties in their coverage areas if they will specify the counties. The reports may be obtained from Frank R. Wilson, information assistant to the director of the Census Bureau.


FOR *better coverage in the* GREAT LAKES AREA ★

there's nothing like **WJR**

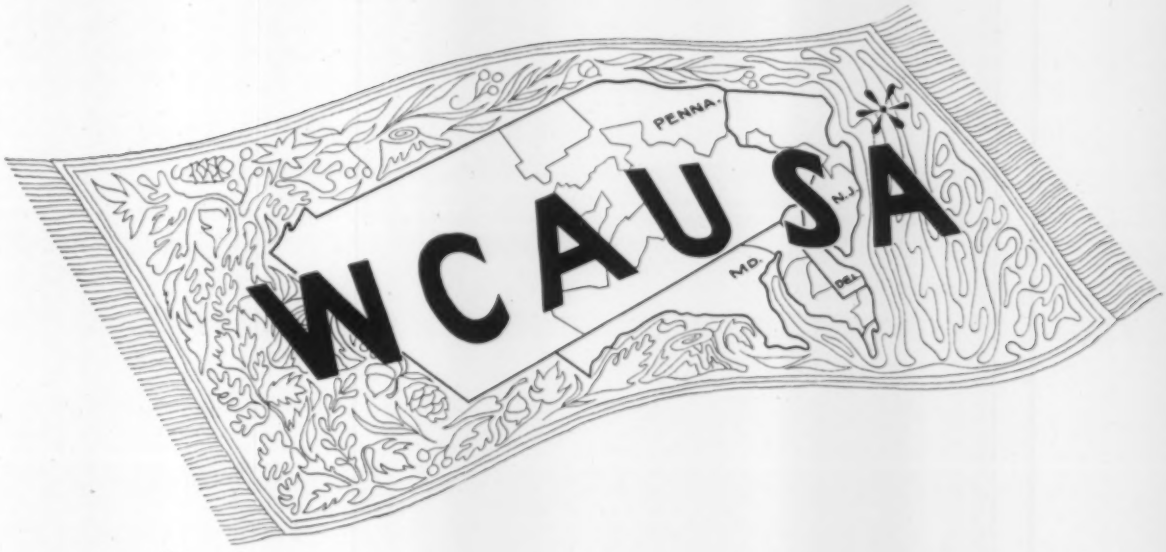
WJR THE GOODWILL STATION
FISHER BUILDING
DETROIT 2, MICHIGAN
CBS 50,000 WATTS

Represented nationally by Edward Petry & Company

FREE SPEECH MIKE

WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN WATERTOWN, WISCONSIN

# Magic carpet for summer sales in




Three and a half million of your best customers live within the pattern of this carpet. They are the inhabitants of WCAUSA--every one within reach of your message through the magic of WCAU radio.

And during the summer, 90% of them never leave WCAU's coverage when they go on vacation. They simply move from one WCAU county into another. The only difference is they buy more goods and services in WCAUSA during the summer. Within the 8-county, greater Philadelphia area alone, people spent $986,644,000 during June, July and August in 1950--more than during any other season of the year. And these are only 8 out of WCAU's total 53 BMB counties.

Small wonder 50 of the biggest national spot and local advertisers stayed with WCAU all year round in 1950. They know that the customers who make retail sales go up with the thermometer in WCAUSA are the same ones who keep WCAU daytime ratings just as high in the summer as during all the rest of the year.

And that's why it's true--with advertisers as WELL as audiences--

**"AT HOME OR AWAY, THEY NEVER LEAVE WCAUSA"**

**WCAU**

*The Philadelphia Bulletin Stations*
*CBS affiliate*
*Represented by Radio Sales*

*10-100% BMB coverage.
Other supporting facts available on request

# SAFETY AWARDS

## Networks, Stations Cited

THREE NETWORKS, 63 radio stations and 7 video outlets have received 1950 National Safety Council public interest awards for "exceptional service to safety." Winners of the non-competitive awards were announced Monday in Chicago.

Networks cited were NBC, Mutual and Don Lee, along with these video stations: KPIX (TV) San Francisco WAAM (TV) Baltimore WFIL-TV Philadelphia WJZ-TV New York WMAR-TV Baltimore WNBW (TV) Washington and WWJ-TV Detroit.

Radio stations earning commendations were:

CHUM Toronto; CJBC Toronto; CKOC Hamilton, Ont.; KCMO Kansas City; KCVN Stockton, Calif.; KELO Sioux Falls, S. D.; KFEL Denver; KFJI Klamath Falls, Ore.; KLRA Little Rock, Ark.; KLZ Denver; KOIL Omaha; KOIN Portland; KOMO Seattle; KRKD Los Angeles; KRNT Des Moines; KTFI Twin Falls, Ida.; KVI Seattle; KWG Stockton, Calif.; KWHK Hutchinson, Kan.

KXLR North Little Rock, Ark.; WABJ Adrian, Mich.; WAND Canton, Ohio; WBCK Battle Creek, Mich.; WBET Brockton, Mass.; WCAE Pittsburgh; WCCC Hartford; WCCO Minneapolis; WCSS Amsterdam, N. Y.; WDEL Wilmington; WDLB Marshfield, Wis.; WDSR Lake City, Fla.; WDZ Decatur, Ill.; WFBC Greenville, S. C.; WFIL Philadelphia; WFLO Farmville, Va.; WGAR Cleveland; WGH Norfolk; WGKV Charleston, W. Va.; WGY Schenectady; WHFB St. Joseph, Mich.; WHIM Providence; WHOM New York.

WINN Louisville; WISC Madison; WISN Milwaukee; WJDX Jackson, Miss.; WJLB Detroit; WJR Detroit; WMAZ Macon, Ga.; WMOH Hamilton, Ohio; WNAR Norristown, Pa.; WNAX Yankton; WOPI Bristol, Tenn.; WOWO Ft. Wayne, Ind.; WPRO Providence; WRVA Richmond; WSB Atlanta; WTAR Norfolk; WTIC Hartford; WUOT-FM Knoxville; WWDC Washington; WWJ Detroit; WWNR Beckley, W. Va.

Among the judges were Arthur F. Harre, general manager, WJJD Chicago; Wesley I. Nunn, advertising manager, Standard Oil of Indiana; Robert K. Richards, director of public affairs, NARTB; Arthur Stringer, NARTB; Judith Waller, director of public affairs and education, NBC Chicago.

## 'They're Off!'

CBS will broadcast exclusively the Kentucky Derby from Churchill Downs, May 5, 5:15-5:45 p.m., and a 15-minute film of the race will be telecast over CBS-TV later the same day, it was announced last week. Gillette Safety Razor Co. will sponsor coverage in both media. TV films of the race will be processed at WHAS-TV, CBS affiliate in Louisville, and then edited while in flight to Dayotn, Ohio, to be telecast over another affiliate there, WHIO-TV, to the CBS-TV interconnected network.


BASEBALL'S ON...

HERE'S YOUR BUY!

*"The Yanks are coming"* over WINS right now—every day, at home and away.
That puts this station in the spotlight as the best spot buy—or any buy!
Let WINS go to bat for you, through spots or programs.
Whatever you have to sell, you can sell *more* at *lower* cost!
We'll be glad to give you the facts, and the figures.

Buy WINS... it Sells!

Call your WINS representative . . . see him when he calls!

WINS 50KW New York

CROSLEY BROADCASTING CORPORATION

Mr. Carpenter

Mr. Pengra

* * *

# WATO SHIFT

## Carpenter Named Manager

MARSHALL H. PENGRA, president and general manager of WATO Oak Ridge, Tenn., has announced appointment of David H. Carpenter as vice president and general manager.

Mr. Carpenter was formerly with WCON-AM-FM-TV Atlanta. He has been in Oak Ridge since February and assumed management of the station April 15.

In making the announcement, Mr. Pengra said he was considering several possibilities in the radio field but that he had made no final commitments as yet. He will retain his one-third interest in WATO.

Mr. Pengra formerly was director of radio for the Southern Oregon Publishing Co. and general manager of its KRNR Roseburg, Ore. He resigned that post to join Frank Pellegrin and Carlin S. French, vice presidents of H-R Representatives Inc., in the construction of WATO in 1948. Currently, he is serving on the NARTB radio operator's committee.

Mr. Carpenter has been in radio since 1939, with stations in the south, in New England, and in New York. Just prior to joining WATO he was with MCA Artists Ltd., New York.

# PROGRAM RATINGS

## ARB Surveys Feb. Week

NBC walked off with 12 of the top 20 radio network program ratings for the first week of February, according to a survey of program audiences completed by the American Research Bureau [CLOSED CIRCUIT, April 23]. CBS edged NBC in the top 10, however, by a 5-4 margin.

Top 20 programs and their ratings were: Jack Benny (CBS), 20.8; Groucho Marx (NBC), 17.4; *Lux Radio Theatre* (CBS), 17.2; Walter Winchell (ABC), 17.1; *Amos 'n' Andy* (CBS), 16.0; *Charlie McCarthy* (CBS), 15.4; *Fibber McGee & Molly* (NBC), 15.1; Bob Hope (NBC), 13.8; *My Friend Irma* (CBS), 13.5; *People Are Funny* (NBC), 12.9; *Hit Parade* (NBC), 12.8; Bing Crosby (CBS), 12.7; *Mr. District Attorney* (NBC), 12.4; Judy Canova (NBC), 12.1; Dennis Day (NBC), 12.1; Arthur Godfrey (CBS), 12.1; *Aldrich Family* (NBC), 11.7; *Great Gildersleeve* (NBC), 11.6; *Dragnet* (NBC), 11.6; *Big Town* (NBC), 11.4.

# AFA SPEAKERS

## Sec. Sawyer Heads List

AN IMPOSING list of speakers has been announced for the 47th annual convention of the Advertising Federation of America, June 10-13, at the Chase Hotel in St. Louis. The announcement came from Eugene S. Thomas, general manager, WOR-TV New York, program chairman.

Among those slated to speak are Secretary of Commerce Charles Sawyer; Fairfax M. Cone, AFA director, board chairman, Foote, Cone & Belding, and newly elected board chairman of the Advertising Council; Samuel C. Gale, vice president, General Mills; Arthur C. Fatt, executive vice president, Grey Adv. Agency Inc., New York; Ralph Hardy, government relations director, NARTB, and Ralph Smith, executive vice president and general manager, Duane Jones Co. Inc., New York.

# STATE ASSN'S

## Federation Meetings Urged

PROPOSED federation of state broadcasting associations moved forward last week as Ben Laird of WDUZ Green Bay, president of the Wisconsin group, mailed letters suggesting regional meetings at which the move will be considered. National organization of the 28 state broadcasting associations was suggested during the NARTB convention in Chicago, where it received "wholehearted endorsement," Mr. Laird said.

He suggested to state presidents that they consider federation and possible ways in which to organize state groups in areas now without them. Regional meetings may be planned for initial discussion, with a midwest session taking place in Chicago next month. The national group would supplement work of the NARTB, and one activity would be an interchange of legislation information, Mr. Laird said.

## Sister Mary Antonine

SISTER Mary Antonine, 85, Roman Catholic nun credited with conducting the first successful noncommercial radio experiment in the Western Hemisphere, died April 13 in South Bend, Ind. The nun, a science teacher who had served in the Holy Cross Order 54 years until her retirement in 1941, built an induction coil on which wireless telegraph signals were received at St. Mary's College, South Bend, in 1899.

BASEBALL SOUND EFFECT RECORDS
5 D/F SPEEDY-Q DISCS COVER ALL REQUIREMENTS
$10. or $2. ea.
Order C.O.D. Today While Supply Last
Charles Michelson, Inc.
15 WEST 47 ST., N.Y. 19 PL 7-0695

# HOW MANY ARMS should your engineer have?

If you're talking about arms in sleeves, we'll concede that the usual pair is ample — if, however, you're talking about those on turntables, well, that's a different story!

Station managers are finding it good business, indeed, to own more than the usual two turntables. There are many reasons, among them the increasing trend toward more and more transcribed commercials that must go in split second sequence without a "hitch" — often during station breaks. Engineers often find it impossible to "set up" the minimum two turntables for best results.

With an extra turntable or two, station breaks and spots are aired with precision — studio dramatic productions "live" with well timed sound effects. Extra turntables mean extra flexibility — smoother station operation.

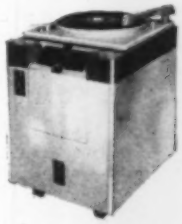
Then, too, your salesmen will tell you it's profitable to have a turntable available for client audition, without having to make the customer wait 'til the show is "off the air"!

Actually, from the standpoint of investment, the cost of an extra turntable or two is small when proper consideration is given the many advantages they offer in better employee and customer relations, in smoother productions and in dependable "on-the-air" insurance!

The unquestioned quality of GATES transcription equipment will make it your first choice in bringing your station up to modern standards.

*Write today for your copy of GATES complete Transcription Turntable Catalog.*

**GATES CB-10, MASTER TRANSCRIPTION TURNTABLE . . .**



Provides complete transcription facilities independent of control room equipment. Incorporates GATES CB-11 Chassis for all speeds with built-in three-stage pre-amplifier, power supply and pick-up of your choice. Mixing control, broadcast-cue switch and filter control conveniently located on sloping front panel. Attractive two-tone gray cabinet.

**GATES CB-14 TRANSCRIPTION TURNTABLE**

Probably the most popular transcription turntable in use today. Transcription chassis is GATES CB-11, providing operation at all speeds. Variable filter is on the chassis proper and a mercury starting switch is conveniently located on the side. Available with or without self-contained pre-amplifiers. All GATES Transcription Turntables are available with the pick-up of your choice.

GATES

**GATES RADIO COMPANY • MANUFACTURING ENGINEERS • QUINCY, ILLINOIS, U. S. A.**

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

BUDDY ROGERS,
"The Buddy Rogers Show," WOR, New York

**Out front**
**-yet unobtrusive**
**RCA's**
**"STARMAKER"**

. . . a ribbon-pressure microphone that is so slim . . . so skillfully styled . . . so unobtrusive . . . you must look twice to see it.

Despite its slim construction, the STARMAKER meets the exacting quality standards of other RCA professional Broadcast microphones. Pick-up is non-directional. Frequency response is substantially uniform, 50 to 15,000 cps. It is free from wind rumble and air blast . . . and virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand . . . can be used in place of any RCA microphone. *No extra attachments needed.*

For delivery information call your RCA Broadcast Sales Engineer, or write: Department PE-19, RCA Engineering Products, Camden, N. J. (In Canada write: RCA Victor Limited, Montreal.)

RCA

**RADIO CORPORATION of AMERICA**


# SET SHIPMENTS

## *RTMA Reports 600,603 During January*

SHIPMENT of TV receivers to dealers in 41 states and the District of Columbia totaled 600,603 sets in January, compared with 691,000 recorded for December 1950, a quarterly report by Radio-Television Mfrs. Assn. shows. The report covers approximately 1,000 counties.

RTMA estimates of TV sets are based on shipments to all counties where the average purchase exceeds 300 receivers per year, or 25 per month. The report is the second in a series of county tabulations on a quarterly basis. Previously, reports were limited to fewer than 200 counties.

Tabulation of sales to dealers by counties follows:

* * *

| State and County | Sets Sold in January |
|---|---|
| **ALABAMA** | |
| Bibb | 26 |
| Blount | 42 |
| Calhoun | 119 |
| Cul'man | 53 |
| Etowah | 163 |
| Jefferson | 2,686 |
| Marshall | 49 |
| Talladega | 79 |
| Tuscaloosa | 159 |
| Walker | 227 |
| **ARIZONA** | |
| Maricopa | 1,143 |
| **ARKANSAS** | |
| Craighead | 130 |
| Crittenden | 59 |
| Cross | 29 |
| Greene | 31 |
| Lawrence | 56 |
| Lee | 28 |
| Mississippi | 223 |
| Phillips | 42 |
| Poinsett | 95 |
| Pulaski | 26 |
| **CALIFORNIA** | |
| Alameda | 2,924 |
| Butte | 38 |
| Contra Costa | 531 |
| Eldorado | 27 |
| Kern | 119 |
| Los Angeles | 30,906 |
| Marin | 238 |
| Monterey | 38 |
| Napa | 123 |
| Orange | 1,016 |
| Placer | 37 |
| Plumas | 39 |
| Riverside | 529 |
| Sacramento | 253 |
| San Bernardino | 910 |
| San Diego | 3,656 |
| San Francisco | 3,819 |
| San Joaquin | 597 |
| San Mateo | 775 |
| Santa Barbara | 222 |
| Santa Clara | 1,056 |
| Solano | 359 |
| Sonoma | 179 |
| Stanislaus | 64 |
| Ventura | 315 |
| **CONNECTICUT** | |
| Fairfield | 3,508 |
| Hartford | 4,174 |
| Litchfield | 311 |
| Middlesex | 247 |
| New Haven | 3,984 |
| New London | 348 |
| Tolland | 132 |
| Windham | 394 |
| **DISTRICT OF COLUMBIA** | 4,791 |
| **DELAWARE** | |
| Kent | 154 |
| New Castle | 1,055 |
| Sussex | 103 |
| **FLORIDA** | |
| Alachua | 44 |
| Bradford | 31 |
| Broward | 353 |
| Dade | 2,660 |
| Duval | 1,122 |
| Hillsborough | 377 |
| Nassau | 44 |
| Putnam | 44 |
| Seminole | 26 |
| **GEORGIA** | |
| Barrow | 58 |
| Bartow | 79 |
| Bibb | 62 |
| Bulloch | 33 |
| Butts | 33 |
| Carroll | 84 |
| Charlton | 26 |
| Chatham | 38 |
| Cherokee | 114 |
| Clarke | 112 |
| Cobb | 93 |
| Coweta | 44 |
| De Kalb | 229 |
| Fayette | 899 |
| Floyd | 26 |
| Forsyth | 77 |
| Fulton | 2,712 |
| Glynn | 82 |
| Gwinnett | 40 |
| Hall | 132 |
| Haralson | 33 |
| Henry | 29 |
| Meriwether | 33 |
| Newton | 40 |
| Richmond | 33 |
| Spalding | 117 |
| Troup | 79 |
| Upson | 31 |
| Walton | 82 |
| **ILLINOIS** | |
| Bond | 64 |
| Bureau | 139 |
| Calhoun | 40 |
| Carroll | 148 |
| Christian | 59 |
| Clinton | 150 |
| Cook | 33,044 |
| Crawford | 31 |
| DeKalb | 130 |
| DuPage | 414 |
| Edgar | 28 |
| Fayette | 53 |
| Franklin | 119 |
| Fulton | 141 |
| Greene | 70 |
| Grundy | 44 |
| Henry | 377 |
| Iroquois | 31 |
| Jackson | 55 |
| Jefferson | 33 |
| Jersey | 31 |
| Jo Daviess | 53 |
| Kane | 665 |
| Kankakee | 201 |
| Kendall | 40 |
| Knox | 348 |
| Lake | 712 |
| LaSalle | 95 |
| Lee | 95 |
| Livingston | 53 |
| Logan | 26 |
| McDonough | 68 |
| McHenry | 262 |
| McLean | 48 |
| Macon | 147 |
| Macoupin | 212 |
| Madison | 881 |
| Marion | 139 |
| Mercer | 103 |
| Monroe | 82 |
| Montgomery | 170 |
| Ogle | 42 |
| Peoria | 388 |
| Perry | 101 |
| Randolph | 147 |
| Rock Island | 1,146 |
| Saint Clair | 776 |
| Sangamon | 70 |
| Stark | 48 |
| Stevenson | 49 |
| Tazewell | 29 |
| Vermillion | 26 |
| Warren | 114 |
| Washington | 48 |
| Whiteside | 461 |
| Will | 767 |
| Williamson | 86 |
| Winnebago | 159 |
| Woodford | 38 |
| **INDIANA** | |
| Allen | 57 |
| Bartholomew | 86 |
| Boone | 185 |
| Carroll | 27 |
| Cass | 125 |
| Clark | 53 |
| Clay | 68 |
| Clinton | 390 |
| Dearborn | 192 |
| Decatur | 62 |
| DeKalb | 60 |
| Delaware | 500 |
| Elkhart | 271 |
| Fayette | 99 |
| Floyd | 277 |
| Fulton | 82 |
| Grant | 106 |
| Greene | 26 |
| Hamilton | 244 |
| Hancock | 201 |
| Harrison | 81 |
| Hendricks | 128 |
| Henry | 190 |
| Howard | 461 |
| Jackson | 28 |
| Jay | 33 |
| Jefferson | 110 |
| Johnson | 157 |
| Knox | 35 |
| Kosciusko | 37 |
| Lagrange | 42 |
| Lake | 2,111 |
| LaPorte | 185 |
| Lawrence | 71 |
| Madison | 1,020 |
| Marion | 5,196 |
| Marshall | 28 |
| Monroe | 75 |
| Montgomery | 119 |
| Morgan | 194 |
| Noble | 48 |
| Parke | 44 |
| Porter | 81 |
| Pulaski | 27 |
| Putnam | 26 |
| Randolph | 115 |
| Ripley | 112 |
| Rush | 53 |
| Saint Joseph | 793 |
| Scott | 77 |
| Shelby | 88 |
| Starke | 28 |
| Steuben | 82 |
| Sullivan | 57 |
| Switzerland | 33 |
| Tippecanoe | 99 |
| Tipton | 90 |
| Vanderburg | 53 |
| Vigo | 108 |
| Washington | 37 |
| Wayne | 262 |
| **IOWA** | |
| Adair | 44 |
| Aububon | 69 |
| Black Hawk | 121 |
| Boone | 86 |
| Calhoun | 53 |
| Carroll | 73 |
| Cass | 91 |
| Cedar | 71 |
| Clinton | 414 |
| Crawford | 29 |
| Dallas | 95 |
| DesMoines | 240 |
| Dubuque | 101 |
| Fremont | 48 |
| Greene | 110 |
| Hamilton | 88 |
| Hardin | 146 |
| Harrison | 119 |
| Humboldt | 33 |
| Jackson | 104 |
| Jasper | 152 |
| Johnson | 60 |
| Jones | 57 |
| Lee | 37 |
| Linn | 168 |
| Louisa | 64 |
| Madison | 31 |
| Mahaska | 29 |
| Marion | 103 |
| Marshall | 185 |
| Mills | 31 |
| Montgomery | 53 |
| Muscatine | 218 |
| Page | 88 |
| Polk | 1,443 |
| Pottawattmaie | 361 |
| Poweshaiek | 29 |
| Scott | 1,465 |
| Shelby | 104 |
| Story | 200 |
| Tama | 37 |
| Warren | 79 |
| Washington | 29 |
| Webster | 205 |
| Minneshiek | 68 |
| Wright | 64 |
| **KANSAS** | |
| Atchison | 86 |
| Bourbon | 38 |
| Brown | 38 |
| Domiphon | 27 |
| Douglas | 129 |
| Franklin | 35 |
| Jackson | 133 |
| Jewel | 35 |
| Johnson | 26 |
| Leavenworth | 38 |
| Miami | 28 |

*(Continued on page 76)*

## On All Accounts

*(Continued from page 10)*

The Big Ten will celebrate their fourth anniversary.

One of Mr. Shapiro's outstanding accounts is Mort Farr, who started advertising with him when he first opened his agency, and who has the distinction of having the oldest half-hour TV show in Philadelphia. Mort Farr is now president of the National Appliance Dealers of America, and has just received a citation from Brand Names Foundation as one of the three most outstanding appliance dealers in the country.

Other accounts of the Ed Shapiro Ad. Agency Inc. include Bruce Mfg. Co., Clover Lamp Co., Cordey Lamp Co., Singer Mfg. Co., Flexton Mfg. Co., Stewart F. Louchheim, Distributors of Television and Appliances.

Mr. Shapiro's originality and imagination helped start a number of new TV programs in Philadelphia. He was the first to start a sponsored disc jockey show. He also started the first TV quiz show, with George Cahan, who is now in Hollywood. He had the first 5-minute sponsored sport show on TV with Don Kellett, who is now television director of WFIL-TV Philadelphia.

### Retail Accounts

Mr. Shapiro stated that his agency will never give up its retail accounts because "advertising that is written in white ivory towers overlooks the real point at which actual selling is done—at consumers level. Consumers level is the laboratory for testing consumers acceptance and sales potentially."

Mr. Shapiro is married and has two daughters, Elaine and Miriam. His brother, Hy, has just returned from writing assignments in Hollywood and is now associated with him in the agency.

His hobbies include golf and reading, and a shepherd collie dog. He is a member of the Poor Richard Club, and the Television Assn. of Philadelphia.

## CBC Governors Meeting

NEXT MEETING of the Canadian Broadcasting Corp. board of governors is to be held at Radio Canada Bldg., Montreal, May 17-19. No agenda has been announced as yet, but it is expected the Royal Commission Report on Radio and Television will be issued about that time, and the Radio Canada Bldg. will be officially opened May 18.


**Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"**

Contact EDWARD PETRY CO

**WBAL**

APRIL 30, 1951

# TELECASTING

A Service of BROADCASTING Newsweekly


# TV SETS-IN-USE BETWEEN 1:00 AND 4:00 P.M. HAVE MORE THAN DOUBLED SINCE OCTOBER, 1950

More than twice the number of viewers, more than twice the size market... and still growing fast. Buy Daytime TV on these twelve outstanding stations for *your* product before *their* Daytime is sold out.

WSB-TV ..... .....Atlanta
WBAL-TV .....Baltimore
WNAC-TV ..... Boston
WFAA-TV ..... .Dallas
KPRC-TV ..... Houston
KFI-TV .....Los Angeles
WHAS-TV .....Louisville
KSTP-TV ....M'p'l's-St. Paul
WSM-TV ..... Nashville
WTAR-TV ..... Norfolk
KPHO-TV ..... Phoenix
WOAI-TV .....San Antonio

REPRESENTED BY

## EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

# PLAY BALL!

***PHILLIES***
***and***
***ATHLETICS***
***Games on***

## WDEL-TV
**Wilmington, Del.**

## WGAL-TV
**Lancaster, Penna.**

Play Ball means that all Saturday home games of both Phillies and Athletics are telecast over WGAL-TV and WDEL-TV. This splendid baseball feature is important on two counts. First, because it has definite appeal in these two markets. Second, because it is only one of a great many special features which are the result of effective, long-range programming. These two stations are increasing their number of viewers constantly. They're keeping these growing audiences loyal and responsive through programs which are worthwhile and *diversified*. They offer TV advertisers an unusually fine opportunity for profitable business. Investigate.

**WDEL-TV**—Wilmington, Delaware
Only television station located in this market—which is first in retail store purchasing; has the highest per capita expenditure of any state.

**WGAL-TV**—Lancaster, Pennsylvania
Only TV station in this large, prosperous area of Pennsylvania. Presents the top shows of four networks: NBC, CBS, ABC and DuMont. Producing outstanding sales results.

STEINMAN STATIONS
Clair R. McCollough,
*General Manager*

*NBC*
TV • Affiliates

***Represented by***
***ROBERT MEEKER Associates*** · **CHICAGO** · **SAN FRANCISCO** · **NEW YORK** · **LOS ANGELES**

*A Service of Broadcasting Newsweekly*

TELECASTING

National Press Bldg. Washington 4, D. C.

APRIL 30, 1951

BROADCASTING • Telecasting
$7 annually, 25c weekly

# ALLOCATION COMMENTS

## Educational Reservations Popular

By LARRY CHRISTOPHER

ALTHOUGH FCC's television docket to date is filling up mostly with comments supporting the reservation of noncommercial, educational channels proposed by the Commission in its revised TV allocation plan, two educational leaders of Kansas City have urged that reservation of VHF Channel 9 there be removed in order to allow commercial use of the facility.

They contend local educational institutions won't be able to afford TV at the present time and are getting plenty of free time now from cooperative local commercial stations.

Meanwhile, FCC Chairman Wayne Coy, in a letter made public last week, has indicated that channel assignments to specific communities made in the allocations table are not forever permanent, but are subject to reassignment elsewhere if not used within a reasonable time.

### Revised Allocation Plan

FCC's revised TV allocation plan, which would provide for nearly 2,000 VHF and UHF stations in more than 1,200 communities throughout the U. S., proposes to reserve about 10% of the channels for educational use [BROADCASTING • TELECASTING, March 26 et seq.].

Although observers agree it's far too early to interpret a trend of national thinking about the TV plan from the few comments received so far, the educational reservation appears destined to be a very popular issue. Considerable general comment on the subject is flowing in from all sources—most direct to the Commission, many via home-town Congressmen, and even to the White House.

Only a trickle of comment has been received from commercial broadcasters—on the educational issue or any issue in the complex proceeding.

Deadline for initial comments is May 7, with replies thereto and counter-proposals due May 22. Hearing on the city-by-city allocation proposals is to commence June 11.

Chairman Coy's explanation that all channel allocations—educational and commercial—will not be permanent in any city if left idle for a long period, was contained in his reply to an expression of disappointment in Denver's status from Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, which originates communication legislation.

Sen. Johnson asked if it wouldn't be practical to put a two-year limit on specific city allocations, after which time, if not used, such channels could be employed elsewhere. His query specifically dealt with getting more channels for Denver.

Chairman Coy replied in part:

**Implicit in the Assignment Table [Appendix C of revised TV plan] is the fact that channels which are assigned to a particular community and which remain unclaimed for a protracted period are subject to reassignment to other communities. What is an unduly "protracted period" will undoubtedly vary from case to case. The Commission's procedure specifically provides a method for raising this question since a specific provision is made for the consideration of changes in the Table from time to time after the expiration of one year from the date when the Table is finally adopted.**

FCC last week also released a clarification of that proposal in its plan whereby a channel assigned to a community listed in the table of assignments "shall be made available, without the necessity of rule making proceedings, to any other community located within 15 miles of the assigned community," provided certain technical conditions are maintained.

FCC explained the purpose of this proposal was to permit "*unassigned communities* to apply for channels in assigned communities situated within 15 miles thereof without the necessity of first instituting a rule making proceeding."

### Alternate Proposal

Among the relatively few comments received thus far from commercial broadcasters is an alternate VHF plan for part of Maine, submitted by Robert W. Hodgkins, chief engineer of Guy Gannett Broadcasting Service, licensee of WGUY Bangor and WGAN Portland.

He suggested, instead of FCC's proposal to assign Channels 2 and 5 at Bangor and Channel 7 at Calais, that Channel 2 be substituted at Calais so Bangor could have Channels 3, 5 and 7.

Los Angeles *Times'* KTTV (TV), operating on Channel 11 from atop Mt. Wilson, pointed out an apparent inconsistency in FCC's proposed technical standards.

With its antenna height of 2,345-ft., KTTV pointed out that if FCC applied a median field strength ratio of zero db rather than minus 6 db to adjacent channel stations, it could neither employ a maximum effective radiated power equivalent to 23 db (200 kw) at 500 ft. nor provide the median field intensity of 77 db required over the entire city of Los Angeles with its population of more than 1,900,000 KTTV suggested FCC's rules specifically provide that an adjacent channel ratio of minus 6 db of median desired and undesired field strength be permitted.

Charles Barham Jr., owner of WCHV Charlottesville, Va., has indicated he will oppose assignment of VHF Channel 8 to Petersburg and will seek the facility for his city, now assigned only UHF Channel 45, reserved for educational use presumably by the U. of Vir-

*(Continued on page 74)*

# P & G

## Now Leads Video Network Advertisers

PROCTER & GAMBLE Co., perennial leader among radio network advertisers, has with 1951 assumed the same leadership in the TV network sponsors list. Figures compiled by Publishers Information Bureau of February 1951 expenditures of advertisers for time on three video networks—ABC, CBS and NBC, with DuMont not reporting—show P&G in first place with gross time purchases of $430,000. It is well ahead of second-place R. J. Reynolds Tobacco Co., whose gross TV network time expenditures for the month were $294,390.

The soap company's February total shows an increase from the $348,835 worth of TV network time it bought in January, unlike most companies whose February time purchases reflected that month's shorter span. Reynolds, for example, spent $330,745 for TV network time in January [BROADCASTING • TELECASTING, April 9].

General Foods Corp. ranked third among TV network time

*(Continued on page 73)*

TABLE I

TOP TEN TV NETWORK *ADVERTISERS IN FEBRUARY 1951

| | |
|---|---|
| 1. Procter & Gamble Co. | $430,000 |
| 2. R. J. Reynolds Tobacco Co. | 294,390 |
| 3. General Foods Corp. | 242,438 |
| 4. Ford Motor Co. | 233,390 |
| 5. Anchor-Hocking Glass Corp. | 220,860 |
| 6. Liggett & Myers Tobacco Co. | 205,116 |
| 7. National Dairy Products Corp. | 181,150 |
| 8. Quaker Oats Co. | 176,830 |
| 9. P. Lorillard Co. | 168,550 |
| 10. American Tobacco Co. | 160,321 |

Source: Publishers Information Bureau
*Figures cover time on ABC, CBS and NBC TV networks only, DuMont figures not available.

TABLE II

LEADING TV NETWORK* ADVERTISERS IN EACH PRODUCT GROUP FOR FEBRUARY 1951

| | | |
|---|---|---|
| Apparel, Footwear & Access. | International Shoe Corp. | $ 57,415 |
| Automotive, Automotive Supplies & Access. | Ford Motor Co. | 233,390 |
| Beer, Wine & Liquor | Anheuser Busch Inc. | 80,860 |
| Confectionery & Soft Drinks | Mars Inc. | 46,940 |
| Consumer Services | United States Government | 21,720 |
| Drugs & Remedies | Miles Labs | 36,240 |
| Food & Food Products | General Foods Corp. | 242,438 |
| Gasoline, Oil & Other Fuels | Texas Co. | 102,000 |
| Household Equipment | General Electric Co. | 116,260 |
| Household Furnishings | Mohawk Carpet Mills | 110,640 |
| Industrial Materials | Anchor-Hocking Glass Corp. | 220,860 |
| Jewelry, Optical Goods & Cameras | Speidel Corp. | 50,400 |
| Office Equipment, Stationery & Writing Supplies | Minnesota Mining & Mfg. Co. | 15,330 |
| Publishing & Media | Time Inc. | 46,035 |
| Radios, TV Sets, Phonographs & Musical Instruments | RCA | 112,320 |
| Retail Stores & Direct Mail | Kroger Co. | 17,340 |
| Smoking Materials | R. J. Reynolds Tobacco Co. | 294,390 |
| Soaps, Cleansers & Polishers | Procter & Gamble Co. | 397,500 |
| Toiletries & Toilet Goods | Colgate-Palmolive-Peet Co. | 141,345 |
| Miscellaneous | Quaker Oats Co. | 44,100 |

Source: Publishers Information Bureau
*ABC, CBS and NBC TV networks; DuMont not reporting.

# TV STATUS

## Future Hill Coverage Weighed

KNOTTY problems attending television coverage of top-interest Congressional sessions, currently a source of Capitol confusion, were further projected on at least three committee fronts last week.

The question was posed with renewed vigor as a Senate investigating Committee debated whether to open hearings on Gen. Douglas MacArthur's scheduled testimony this Thursday—and if so, whether to permit TV cameras in the hearing room.

The issue of sponsorship of public interest proceedings also came to the fore as Congress generally marked time on specific proposals to review media coverage of Senate and House debates as well as committee sessions [BROADCASTING • TELECASTING, April 23]. The Radio Correspondents Assn. also was planning to study its approach to the controversy.

Involved in last week's highlights were:

● The Senate Armed Services Committee which, together with the Foreign Relations Committee, will hear Gen. MacArthur testify on his dismissal as Far Eastern commander.

● The House Agriculture Committee, which had asked for video coverage of hearings involving Agriculture Secretary Charles Brannan, but balked when the question of sponsorship arose.

● The House Un-American Activities Committee, whose members voted to retain the ban on TV cameras and newsreels.

At week's end composition of the committee probing the MacArthur removal had not been definitely set, nor had the issue of media coverage been resolved. It appeared, however, that most or all of the hearings would be held behind closed doors in executive session.

### Wants Closed Hearings

In an issue split along party lines, Sen. Richard B. Russell (D-Ga.), chairman of the Senate Armed Services Committee who will spearhead the probe, served notice that he prefers closed hearings for security reasons.

Sen. Robert Taft (R-Ohio), chairman of the GOP Policy Committee, felt that "demands for public hearings will be so loud that there won't be any question we will get them." He suggested that testimony involving security be taken in executive session. Later Sen. Taft denied that either he or his committee advocated TV or radio broadcasts.

Sen. Russell hedged his position with the reservation that he would go along with public hearings and TV if committee members and Gen. MacArthur specifically request them. But he decried the possibility of sessions being permeated with a "circus atmosphere." He added:

I think the American people much prefer facts to entertainment over the radio and television, however delectable. It is inconceivable to me that there can be questioning in public without getting into matters of security.

In New York, Maj. Gen. Courtney Whitney said Gen. MacArthur would have no objection to being telecast or to open hearings. But Sen. Russell made plain that the General would have to file a formal request and assure the committee he would not broach security.

The committee is expected to hold an executive session Tuesday or Wednesday when it will resolve the whole question, including radio and television coverage. CBS, ABC and *Telenews* last week sought a decision as to whether TV cameras and newsreels would be permitted.

The incident involving the House Agriculture Committee posed not only the issue of sponsorship but of the jurisdiction and unwritten power held by the Speaker of the House over committee sessions.

Committee Chairman Harold D. Cooley (D-N. C.) expressed interest in TV coverage Tuesday of Secretary Brannan's testimony which he communicated directly to ABC-TV's special events director, Bryson Rash, who in turn posed the question of sponsorship. NBC-TV also had expressed a desire to film part of the hearing.

Rep. Cooley backtracked, however, on that possibility, indicating he would have to obtain the consent of Speaker Sam Rayburn (D-Tex.). ABC-TV let the matter drop. It developed that Rep. Rayburn earlier had issued an order prohibiting use of the House Caucus Room for television on the grounds that it would not accommodate TV and other equipment.

The room was not used and the issue did not specifically proceed beyond discussions between Rep. Cooley and ABC-TV, although the committee was prepared to permit TV, film, wire recording and newsreel coverage of the session if it could have obtained the larger quarters and made arrangements with ABC-TV.

Authorities reviewing the controversy said they knew of no specific House rules dealing with broadcast coverage of debates or committee sessions, but indicated that while individual chairmen have jurisdiction on the question, they are not disposed to contravene the known wishes of the House Speaker. The Speaker has exclusive control over installment of facilities.

The Un-American Activities Committee once again beat down a motion that its hearings be thrown open to the public and television—by a narrow margin of 4-3—despite corrective proposals offered by Kenneth Berkeley, vice president and general manager of WMAL-AM-FM-TV Washington.

Mr. Berkeley had suggested that newsreels pool their facilities to minimize glare from lighting, frequently attributed to TV operation [BROADCASTING • TELECASTING, April 16]. The suggestion was received favorably by committee members, but the motion still was tabled. Reportedly voting against TV-newsreel coverage — the hearings were open to the public generally, as well as still photographers—were Chairman John S.

*(Continued on page 70)*

# VIDEO BUDGETS

## *TV Expenditures Do Not Reduce Other Monies*

TELEVISION money, by and large, is new money, appropriated by advertisers specially for this new medium and not taken out of funds formerly earmarked for other media.

That conclusion, which directly contradicts a rather widespread belief that much of television's advertising income is being raised at the expense of other media, comes not from the television industry but from Magazine Advertising Bureau, certainly no apologist for TV.

Using Publishers Information Bureau figures of advertisers' expenditures for time on network radio and television and for space in magazines and Sunday newspaper supplements, MAB found that most TV sponsors also use other media. Even more pertinent, MAB found that "these TV advertisers have increased their use of other media at a faster rate than have advertisers not using TV."

In the last half of last year, MAB reported, 126 advertisers spent $25,000 or more for network TV for a total of $26.1 million. This was an increase of $19.3 million over their TV expenditures of $6.75 million in the last half of 1949. While their use of TV was going up by 286.5%, however, these TV advertisers:

● Increased their magazine advertising $7.7 million, or 11.8%, compared to a 10.3% increase in the magazine investment of non-TV advertisers.

● Increased their purchase of network radio time by $0.4 million, or 0.6%, compared to a decline in the use of network radio by non-TV advertisers of $0.7 million, or 3.3%.

● Increased their Sunday supplement advertising expenditures by $2.8 million, or 20.1%, compared to a decline of 9.1% in the Sunday supplement advertising of non-TV clients. (Figures on run-of-newspaper advertising will not be available for several months, MAB stated.)

Adding a few more details about the 126 users of network TV during the July-December 1950 period, MAB reported: Nearly seven out of eight—108 of the 126—also used magazines, compared with 106 in the last half of 1949. Nearly half of the network TV advertisers—62 of the 126—also used network radio in the last six months of 1950, against 67 who used network radio in the final half of 1949. Slightly more than half—69 of the 126—also used newspaper supplements, against 62 using them in the last six months of 1949.

* * *

**USE OF 4 MEDIA BY TV & NON-TV ADVERTISERS**

| Medium | Last 6 Months of 1950 | Last 6 Months of 1949 | % of Change |
|---|---|---|---|
| | (In Thousands) | | |
| **TV Advertisers:** | | | |
| Network TV | $ 26,088 | $ 6,749 | +286.5% |
| Magazines | 73,184 | 65,472 | + 11.8 |
| Network Radio | 65,345 | 64,963 | + 0.6 |
| Sunday Newspaper Supplements | 16,964 | 14,121 | + 20.1 |
| Total | $181,581 | $151,305 | + 20.0% |
| **Non-TV Advertisers:** | | | |
| Magazines | $158,405 | $143,550 | + 10.3% |
| Network Radio | 21,266 | 21,998 | — 3.3 |
| Sunday Newspaper Supplements | 14,579 | 16,036 | — 9.1 |
| Total | $194,250 | $181,584 | + 7.0% |

# LIPPERT PACT

## Producer Signs With AFM

LIPPERT PRODUCTIONS, Hollywood, independent motion picture producer, last week signed contracts with James C. Petrillo, president, AFM, allowing release of motion pictures for television showing as well as production of films for TV exhibition, thus opening the way for similar arrangements by other film producers.

The Lippert contract calls for complete re-scoring of sound-tracks of old films to be released for television—using a full orchestra at regular rates—and payment of 5% of the gross revenue realized from TV sale of each film for the AFM recording fund. The basic scale for orchestra members performing for a sound-track is $39.90 per half-hour, with a minimum session of three hours.

Immediate plans of the firm call for TV release of some 26 films produced between 1946-1948. Pictures will be cut down to 54 minutes, for one hour programming. The firm does not plan to go into production of films expressly for television at this time, according to a Lippert spokesman.

Negotiations for a similar deal with AFM currently are underway by Hollywood Television Service Inc., Hollywood distribution firm. Corporation principals, Earl R. Collins, president and former western district manager, Republic Pictures, and Morton Scott, vice president, Republic executive, are negotiating with Republic Pictures and other producers for release of feature films for television showing.

# the pace-making T-V FILM PROGRAMS come from UNITY

★ Now available to all TV Stations, agencies and sponsors — a centralized booking office for your film programs.

★ The vast film libraries of many companies are now unified for booking exclusively thru Unity.

★ Whatever your need for films — whether a serial for kid appeal or action dramas for adult audiences, you may be sure to book it at Unity.

★ Write, phone or wire today for the unified booking plan of Unity.

✓ AUDIENCE TESTED ✓ SPONSOR TESTED ✓ RATING TESTED

*Special!* "THE STRATFORD GROUP"
13 GREAT PICTURES—GREAT STARS—GREAT CASTS

MY BROTHER'S KEEPER
MAGIC BOW
MR. EMMANUEL
AGAINST THE WIND
THE BROTHERS
THE GUV'NOR
CORRIDOR OF MIRRORS
END OF THE RIVER
DEAR MURDERER
MR. PERRIN AND MR. TRAIL
THE IRON DUKE
EAST MEETS WEST
SONG FOR TOMORROW

featuring such noted players as
Stewart Granger, Yehudi Menuhin, Eric Portman, Sabu, Marius Goring, Patricia Roc, Will Fyffe, Roland Young, George Arliss and Others.

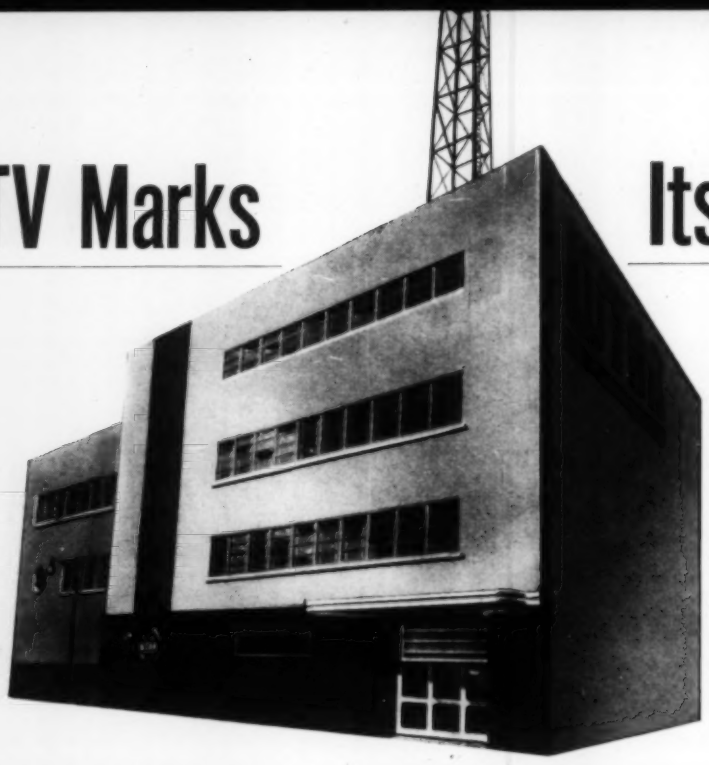
## UNITY TELEVISION CORPORATION

1501 BROADWAY, NEW YORK 18, N. Y. • LOngacre 4-8234

ARCHE MAYERS, President • "BOB" WORMHOUDT, Sales Manager • "CONNIE" LAZAR, Program Director • SID WEINER, TV Booker

*Telefile:*

# WTAR-TV Marks Its First Year



IN PEACE and in war, Norfolk businessmen enjoy the patronage of countrymen whose buying income is far above average.

The metropolitan area is the 25th market of the U. S., according to population figures. It is one of the South's largest.

In 1950, its estimated retail sales stood at $449,957,000. A good amount of this business is assured because of government activity. For example, Virginia's Hampton Roads is Navy-minded, fore and aft. The grand total of money in circulation from Navy payrolls alone comes to over $20 million.

This is the Newport News-Norfolk-Portsmouth zone that speaks out as 33d in the country for effective buying income. That's fertile area for television. And it is where WTAR-TV makes its home.

The station, which saluted its first birthday April 2, serves a Virginia-North Carolina population area that is estimated at nearly one million.

When WTAR-TV started its trail blazing in the Cavalier State it had an oversized promotion task on its hands. But on the chosen day, television arrived in a blaze of pageantry. Star of the show was WTAR-TV, newest addition to the AM and FM operations of WTAR Radio Corp., owned by Norfolk Newspapers Inc.

In cooperation with its newspaper brethren, the *Virginia-Pilot* and the *Ledger-Dispatch*, one of the largest TV shows ever held in the South was staged for three days at the City Arena, Norfolk's new and modern civic center.

Large booths set up on the arena floor displayed some 23 different makes of receivers. On the stage, a large TV studio was put up, with complete production equipment.

During the three days, four 15-minute shows in the afternoon and six at night were produced on the stage. Talent was supplied by 125 local entertainers. People could watch the shows in production on stage or else could watch them on TV receivers provided in booths on the arena floor.

Spokesmen from TV dealers and distributors in the Tidewater region were on hand to explain different makes and models. A 56-page TV section of the Sunday *Virginian-Pilot* and the Monday *Ledger* heralded the event.

## Station Starts With 19 Local Shows

WTAR-TV was a modest enterprise in its beginning. With 600 sets in the area, the station started operations with 19 local shows or 5¾ hours local programming a week. Average air-time was nine hours per day. Live network shows were selected from all four TV networks.

Now, there are some 65,000 TV sets. This increase took place in a market of 192,200 radio homes, according to the station's figures. WTAR-TV concludes this set boost for one year to be one of the largest on record for any first-year TV outlet.

Local programming has jumped to 30 shows, or 10 hours per week. Station, as of April 1, was carrying 41 out of 69 top TV programs of all four networks. Staff personnel increased from 40 to 100. The station reached the 5,000-hour mark in airtime.

As at the onset of TV in the Tidewater area, the Norfolk Newspapers cooperated by recording the station's first celebration with a quantity of publicity.

During Anniversary Week, 30-page TV sections were printed by both newspapers, dedicating them to WTAR-TV and the distributor-dealer set in the Tidewater area. Fifty dealers, aligning with distributors, inaugurated the anniversary with special attractions in city-wide showrooms, giving away 11 receivers.

In the past year, WTAR-TV estimates it spent over $10,000 and bought 5,000 column inches of space in nine Tidewater and northeastern North Carolina newspapers as a continuing advertising campaign.

WTAR-TV was preceded in the Norfolk area by two older members of its family by quite a few years. WTAR, the AM operation, made its debut Sept. 21, 1923. It continually increased power from its original 15 w and by 1941 had become a 5 kw operation. In 1947, a 50 kw FM station was added.

Campbell Arnoux is president of WTAR Radio Corp. and has been director of its operations for the past 17 years. When he joined the station in 1934, Mr. Arnoux had been manager of KTHS Hot Springs, Ark. His title became general manager of WTAR, and since that time he has been at the station's helm, directing the growth of operations.

Among the managing, producing and directing echelon are TV Operations Manager John C. Peffer, TV Production Manager Winston Hope, and Chief Engineer Richard Lindell. A staff of 24 engineers man the visual and audio technics.

Early last year WTAR Radio Corp. moved into its new million-dollar radio-television center at 720 Boush St. It was dedicated Sept. 20. The modern building contains business offices and studios.

WTAR-TV operates on Channel 4 (66-72 mc) with an effective radiated power of 24.2 kw visual and 12.1 kw aural. Its 400-ft. tower is located behind the WTAR center.

## Slover Heads Board Of Executives

Chief executives of the AM-FM-TV facility are Col. S. L. Slover, chairman of the board; Mr. Arnoux, president; Henry S. Lewis, vice president and treasurer; C. Ralph Beamon, secretary; Robert Lambe, sales manager, and Frederick N. Lowe, promotion manager.

Its TV Rate Card #3 (Jan. 1, 1951) lists rates at $400 per hour Class A; $300 per hour Class B, and $200 per hour Class C.

WTAR-TV lays claim to success in TV operation in quickly adapting itself to local likes. One of its popular local shows is *Telenews*, most of which is produced by the station. Regional coverage adds to

*(Continued on page 70)*

* * *

Mr. Lambe | Mr. Peffer | Mr. Hope | Mr. Lindell

*President Arnoux directs operations from the "front office."*

# MR. SPONSOR:

## WJBK-TV—FIRST IN DETROIT!

**9 out of top 11 in March; first 6 nights out of 7 in March (Pulse)**

**First 5 out of 7 nights (Hooper)**

**6 out of top 10 in Detroit on WJBK-TV (Videodex)**

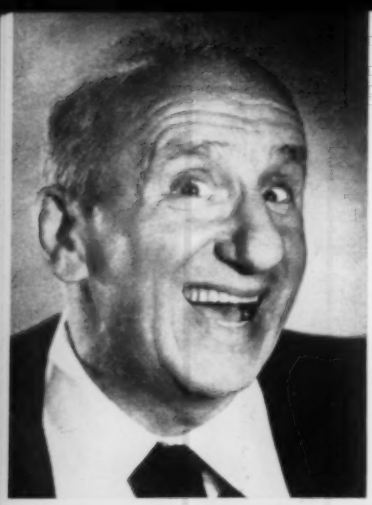
A FORT INDUSTRY STATION

# WJBK —AM —FM —TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.



**TELEVISION share of the annual George Foster Peabody Awards (see complete story, page 26) went to:**

**TOP LEFT—Jimmy Durante, NBC, in the entertainment category.**

**LOWER LEFT TO RIGHT—*Zoo Parade*, NBC, and *Saturday at the Zoo*, ABC, a double award in the children's program classification. R. Marlin Perkins (l), director, Lincoln Park Zoo, Chicago, and NBC Commentator Jim Hurlbut are shown with the orangutan and chimpanzee. Also shown is the ABC-TV camera in the reptile house at New York's Central Park Zoo.**

**TOP RIGHT—*Johns Hopkins Science Review*. Lynn Poole, moderator, demonstrates how atoms form molecules during the series which originates from WAAM (TV) Baltimore for the DuMont Television Network and which received a citation in the education classification.**

* * * * * * * * *

## Peabody Winners

*(Continued from page 26)*

company, but also lauded satellite programs such as *Auditions of the Air* and *Opera Album*. A special word of praise was given the "sumptuous" telecast by ABC of the Met's opening performance of Verdi's "Don Carlo."

Also in radio music entertainment, a citation was given Ira L. Hirschmann, WABF (FM) New York, for intergrity in musical presentation "during a year when many lovers of music felt that radio had forgotten their needs."

### Educational Citation

NBC's *The Quick and the Dead*, selected in the radio education classification, was named in recognition of the series' success in simplifying and dramatizing a difficult technical subject and "in dwelling on the good as well as the evil that lies in the conquest of nuclear energy." A special word of praise was given William Lawrence, *The New York Times*, who brought to the program a wide knowledge and long experience in popularizing science; for Bob Hope and the players in their dramatic interpretation; and for William F. Brooks and Fred Friendly of NBC for "behind-the-scenes planning."

Award for contribution to international understanding went to "Radio Free Europe," a private organization, "unhampered by public or state policies" which did a "magnificent" job penetrating the Iron Curtain with the message of democracy [BROADCASTING • TELECASTING, July 1950].

In the same category, citations went to WNYC New York for its United Nations news and feature coverage which included the official proceedings of UN on a daily basis; to MBS and UN Radio for the series of hour-long documentaries, *The Pursuit of Peace*, which delineated to listeners the world-wide scope of the international undertakings, and for the premiere program, "Document A/777," which dramatized the background and implications of the UN declaration on human rights.

In the television entertainment category, the veteran Jimmy Durante was named the best during 1950 "by the sheer impact of his irresistible personality" which scattered to the winds "the stale formulas and dreary routines that were threatening to put television into the same straitjacket that has restricted so-called comedy programs in radio." The Peabody Awards Committee stated he had done more to raise the spirits of television audiences "than any single program in [its] memory."

A citation in the television education category was given *The Johns Hopkins Science Review*, which originates at WAAM (TV) Baltimore for the DuMont Television Network. The *Science Review* was praised as interesting and attractive, and offered as "convincing proof that learning need not be dull." The citation described the weekly program as a demonstration of teamwork among an educational institution, a commercial station and a network that makes possible "a wide dissemination of significant scholarship." The pioneer university network series should stimulate a steady advance in the art of educational TV, added the citation.

### Double TV Award

In the third television category —children's programs—a double award was made to *Zoo Parade*, NBC-TV, and *Saturday at the Zoo*, ABC-TV. The award lauded the "two similar programs, each consistently informative and remarkably entertaining . . . for the opportunity they have given children (and their parents) to become acquainted with the personalities and characteristics of the zoo's large, varied and international population." Shows' "excellent background material and astute comments" were also recognized.

Aside from these radio and television honors, two special awards were made:

**To ABC, its president, Robert L. Kintner, and his associates, Robert Saudek and Joseph McDonald, for "their courageous standing in resisting organized pressures and their reaffirmation of basic American principles"; and**

**To the Providence (R.I.) Journal, its editor and publisher, Sevellon Brown, and Reporter Ben Bagdikian, for a series analyzing broadcasts of top commentators.**

The special award to ABC praised the network and its officials for a firm stand at a time when stations and networks were firing or refusing to hire writers and actors on the basis of "unsupported innuendoes" in the publication, *Red Channels*. Mr. Kintner publicly stated his faith in Gypsy Rose Lee, an entertainer mentioned in *Red Channels*, and kept her on the air "despite an attempt by the American Legion to have her banned," the award stated. "The network, under Mr. Saudek, continued to air documentary programs on controversial subjects, specifically *Clear and Present Danger*, a study of the loyalty probe," it was further pointed out.

The special award to the *Providence Journal* was prompted by its series analyzing broadcasts of

*(Continued on page 68)*

# AUDIENCE RESPONSE *by the* BUSHEL!

**Here's proof of the sales influence and audience response to KEYL's top television entertainment in the San Antonio trade territory.**

**2 ONE MINUTE SPOTS SOLD OVER $10,000.00 WORTH OF MERCHANDISE ON A $50.00 ITEM**

**40,286 PIECES OF MAIL FROM ONE PROGRAM IN LESS THAN 6 MONTHS**

**2 SPOT ANNOUNCEMENTS SOLD $4,000.00 WORTH OF MERCHANDISE ON A $19.75 ITEM**

**2 FIVE MINUTE PROGRAMS SOLD OVER $30,000.00 WORTH OF MERCHANDISE**

**KEYL**

**SAN ANTONIO, TEXAS**
**CHANNEL 5**

**Ask um BLAIR TV, Inc., national representatives about the straight-to-the-market coverage of KEYL.**

***Names, facts and figures pertaining to the above and other examples of KEYL's audience response are on file and available.**

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 500,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .

And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

**WSPD**
TOLEDO, OHIO
A FORT INDUSTRY STATION
5000 WATTS ● NBC
Represented by
THE KATZ AGENCY, INC
**WSPD-TV**
CHANNEL 13
Hq 488 Madison Avenue
New York 22 ELdorado 5 2455


# telestatus

## Rorabaugh February Report

(Report 161)

TOTAL firms using TV advertising went up to 4,740 in February, according to the March *Rorabaugh Report on Television Advertising*. The total had declined to 4,466 in January from an all-time high of 4,928 in December 1950.

TV networks reported 165 advertisers sponsoring 215 programs, a gain of one advertiser and one program over January. National and regional spot schedules totaled 1,053, placed by 964 firms. Local-retail spot schedules totaled 3,611, placed by 3,611 advertisers.

In the product classification breakdown, foods and food chain stores again showed the greatest number of products advertised—39 network and 331 spot for a total of 370 in February (see table). Beer and wine accounted for 134 products advertised, seven network and 127 spot.

The top ten cities by number of spot advertisers were shown as follows:

| City | Total Spot Advertisers |
|---|---|
| 1. New York | 225 |
| 2. Chicago | 205 |
| 3. Los Angeles | 205 |
| 4. Philadelphia | 153 |
| 5. Cleveland | 133 |
| 6. Boston | 134 |
| 7. Baltimore | 132 |
| 8. Detroit | 125 |
| 9. San Francisco | 123 |
| 10. Washington | 102 |

NBC held its lead in the total number of network schedules, with 82 out of 215. CBS was second with 70. ABC totaled 44 and DuMont, 19.

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

| | Network | Spot* | Total |
|---|---|---|---|
| 1. Agricultural & Pet Foods | 1 | 20 | 21 |
| 2. Automotive (cars, tires, accessories) | 14 | 15 | 29 |
| 3. Beer & Wine | 7 | 127 | 134 |
| 4. Beverages (non-alcoholic) | 9 | 58 | 67 |
| 5. Clothing & Accessories | 11 | 29 | 40 |
| 6. Confections | 8 | 39 | 47 |
| 7. Dairy & Margerine Products | 7 | 36 | 43 |
| 8. Drugs | 8 | 44 | 52 |
| 9. Financial | 3 | 11 | 14 |
| 10. Foods & Food Chain Stores | 39 | 331 | 370 |
| 11. Gasoline & Oils | 4 | 19 | 23 |
| 12. Household (appliances, furnishings, supplies) | 20 | 68 | 88 |
| 13. Jewelry & Accessories, Cameras, etc. | 9 | 16 | 25 |
| 14. Laundry Soaps, Cleaners, Polishers | 16 | 60 | 76 |
| 15. Miscellaneous | 11 | 57 | 68 |
| 16. Publications | 1 | 5 | 6 |
| 17. Public Utilities | .. | 6 | 6 |
| 18. Radios, TV Sets, Phonographs & Accessories | 11 | 13 | 24 |
| 19. Tobacco, Cigarettes & Accessories | 20 | 29 | 49 |
| 20. Toilet Requisites | 25 | 56 | 81 |
| 21. Transportation | .. | 15 | 15 |

*NOTE: From March "Rorabaugh Report," based on information supplied by 99 of the 107 TV stations.

Top three accounts on each network by number of stations used are given below:

NBC

| Sponsor | Program | No. of Stations |
|---|---|---|
| 1. DeSoto | You Bet Your Life | 61 |
| 2. Texas Co. | Texaco Star Theatre | 61 |
| 3. U.S. Tobacco | Martin Kane | 60 |

ABC

| | | |
|---|---|---|
| 1. Lutheran Laymen's League | Bringing Christ to the Nation | 62 |
| 2. B. T. Babbitt | Two Girls Named Smith | 60 |
| 3. Maiden Form Brassiere Co. | Faith Baldwin Theatre | 58 |

CBS

| | | |
|---|---|---|
| 1. Nash-Kelvinator | Morton Downey | 54 |
| 2. Philip Morris | Horace Heidt | 52 |
| 3. Pabst Sales | IBC Boxing Bouts | 52 |

DuMont

| | | |
|---|---|---|
| 1. Food Store Programs | Star Time | 38 |
| 2. Drug Store TV Products | Cavalcade of Bands | 21 |
| 3. W. H. Johnson | Captain Video | 18 |

* * *

## 'Star Theatre' Leads ARB April Video Report

AMERICAN RESEARCH BUREAU, Washington, in its April report shows *Texaco Star Theatre* maintaining its lead among the top 10 network television programs.

ARB testing was done during the week that Jackie Gleason substituted for vacationing Milton Berle

*(Continued on page 70)*

## Weekly Television Summary— APRIL 30, 1951, TELECASTING Survey

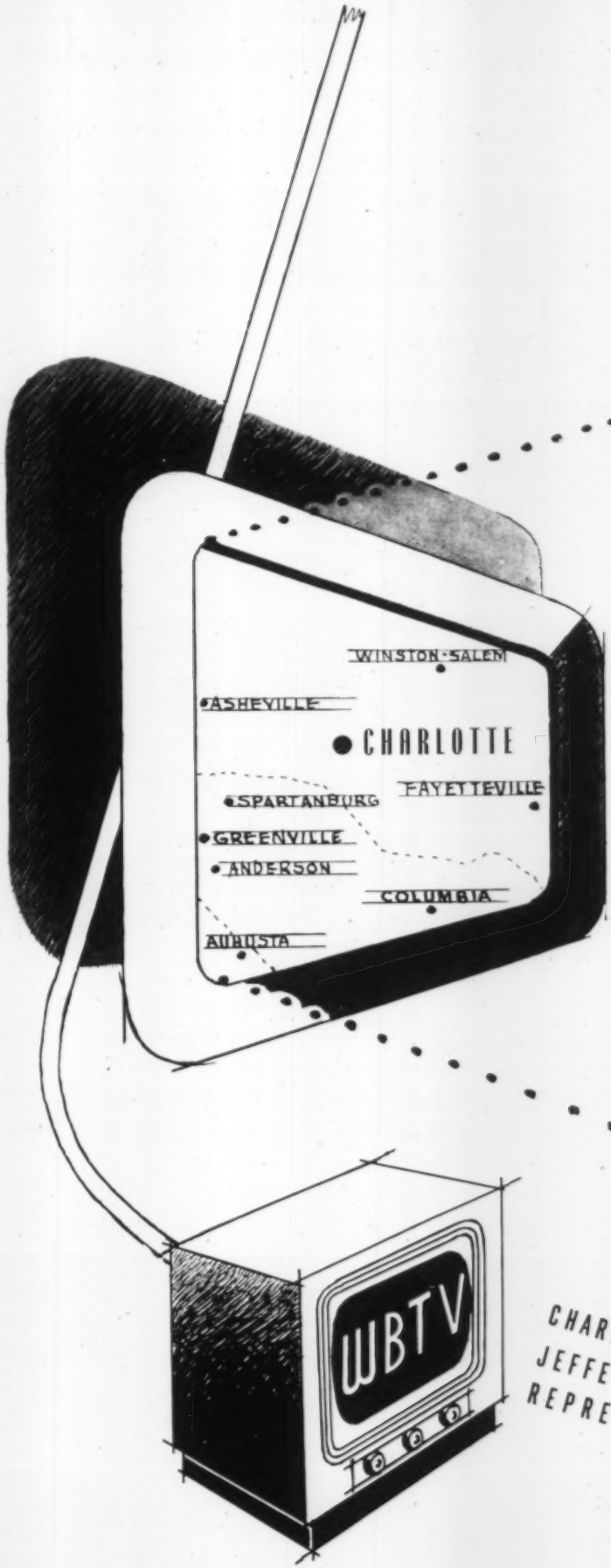
| City | Outlets On Air | Sets in Area |
|---|---|---|
| Albuquerque | KOB-TV | 7,400 |
| Ames | WOI-TV | 50,590 |
| Atlanta | WAGA-TV, WSB-TV | 115,000 |
| Baltimore | WAAM, WBAL-TV, WMAR-TV | 292,095 |
| Binghamton | WNBF-TV | 36,230 |
| Birmingham | WAFM-TV, WBRC-TV | 36,000 |
| Bloomington | WTTV | 14,900 |
| Boston | WBZ-TV, WNAC-TV | 721,325 |
| Buffalo | WBEN-TV | 197,592 |
| Charlotte | WBTV | 72,145 |
| Chicago | WBKB, WENR-TV, WGN-TV, WNBQ | 888,034 |
| Cincinnati | WCPO-TV, WKRC-TV, WLWT | 275,000 |
| Cleveland | WEWS, WNBK, WXEL | 453,575 |
| Columbus | WBNS-TV, WLWC, WTVN | 176,541 |
| Dallas, Ft. Worth | KRLD-TV, WFAA-TV, WBAP-TV | 109,264 |
| Davenport | WOC-TV | 53,855 |
| Quad Cities | Include Davenport, Moline, Rock Ise., E. Moline | |
| Dayton | WHIO-TV, WLWD | 190,000 |
| Detroit | WJBK-TV, WWJ-TV, WXYZ-TV | 445,679 |
| Erie | WICU | 52,255 |
| Ft. Worth-Dallas | WBAP-TV, KRLD-TV, WFAA-TV | 109,264 |
| Grand Rapids-Kalamazoo | WLAV-TV | 114,557 |
| Greensboro | WFMY-TV | 63,949 |
| Houston | KPRC-TV | 73,710 |
| Huntington-Charleston | WSAZ-TV | 41,300 |
| Indianapolis | WFBM-TV | 140,000 |
| Jacksonville | WMBR-TV | 30,000 |
| Johnstown | WJAC-TV | 82,200 |
| Kalamazoo-Grand Rapids | WKZO-TV | 120,269 |
| Kansas City | WDAF-TV | 114,600 |
| Lancaster* | WGAL-TV | 88,347 |
| Lansing | WJIM-TV | 46,000 |
| Los Angeles | KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV | 877,421 |
| Louisville | WAVE-TV, WHAS-TV | 86,782 |
| Memphis | WMCT | 83,018 |
| Miami | WTVJ | 65,000 |
| Milwaukee | WTMJ-TV | 233,230 |
| Minn.-St. Paul | KSTP-TV, WTCN-TV | 251,100 |
| Nashville | WSM-TV | 26,712 |
| New Haven | WNHC-TV | 149,700 |
| New Orleans | WDSU-TV | 62,150 |
| New York | WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX | 2,250,000 |
| Newark | WATV | |
| Norfolk | WTAR-TV | 65,377 |
| Oklahoma City | WKY-TV | 79,495 |
| Omaha | KMTV, WOW-TV | 76,498 |
| Philadelphia | WCAU-TV, WFIL-TV, WPTZ | 834,000 |
| Phoenix | KPHO-TV | 37,400 |
| Pittsburgh | WDTV | 260,000 |
| Providence | WJAR-TV | 105,353 |
| Richmond | WTVR | 73,991 |
| Rochester | WHAM-TV | 79,210 |
| Rock Island | WHBF-TV | 53,855 |
| Quad Cities | Include Davenport, Moline, Rock Ise., E. Moline | |
| Salt Lake City | KDYL-TV, KSL-TV | 42,680 |
| San Antonio | KEYL, WOAI-TV | 44,323 |
| San Diego | KFMB-TV | 91,000 |
| San Francisco | KGO-TV, KPIX, KRON-TV | 168,215 |
| Schenectady Albany-Troy | WRGB | 151,680 |
| Seattle | KING-TV | 80,990 |
| St. Louis | KSD-TV | 282,000 |
| Syracuse | WHEN, WSYR-TV | 113,792 |
| Toledo | WSPD-TV | 125,000 |
| Tulsa | KOTV | 71,225 |
| Utica-Rome | WKTV | 40,750 |
| Washington | WMAL-TV, WNBW, WTOP-TV, WTTG | 253,760 |
| Wilmington | WDEL-TV | 62,005 |

Total Markets on Air 63 — Stations on Air 107 — Estimated sets in Use 11,841,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

**ASHEVILLE, NORTH CAROLINA**

Birthplace of Thomas Wolfe, nationally famous mountain resort, metropolis of western North Carolina, Asheville's tourist income is dwarfed by its annual industrial payroll of $11,000,000 and county farm income of $9,000,000. Buncombe County's 122,300 people receive regular television service *only* from WBTV, Charlotte.




# CABLE TELEVISION FOR 3 MILLION CAROLINIANS

CHARLOTTE
JEFFERSON STANDARD BROADCASTING COMPANY
REPRESENTED NATIONALLY BY RADIO SALES

*Frank Stanton (l), president, CBS, chats with Mr. and Mrs. George B. Storer at the CBS color television demonstration at the Waldorf-Astoria for visiting newspaper publishers and radio station owners. Mr. Storer is president of the Fort Industry Co.*

## Peabody Winners

*(Continued from page 64)*

Walter Winchell, Drew Pearson and Fulton Lewis jr. "Radio has a constant need of good critics," the awards committee noted.

**Members of the Peabody Advisory Board in addition to Mr. Weeks, the chairman, and Dean Drewry, ex-officio, are Mrs. Elizabeth Ames, executive director, Yaddo, Saratoga Springs, N. Y.; John H. Benson, chairman, Committee on Consumer Relations in Advertising Inc., New York; Bennett A. Cerf, president, Random House, New York; John Crosby, radio columnist, New York Herald Tribune; Mark Ethridge, publisher, Louisville (Ky.) Courier-Journal and Times; Earl J. Glade, mayor, Salt Lake City, Utah; Philip Hamburger, television writer, The New Yorker;**

**Joseph Henry Jackson, literary editor, San Francisco (Calif.) Chronicle; Waldemar Kaempffert, science editor, New York Times; Mrs. Dorothy Lewis, coordinator, U. S. station relations, United Nations; Ralph McGill, editor, Atlanta Constitution; Paul Porter, past chairman, FCC, now practicing law in Washington; Dr. I. Keith Tyler, director of radio education, Ohio State U.; and Harmon W. Caldwell, chancellor, University System of Georgia, ex-officio.**


ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTIN 7-8620


* * *

# COLOR SHOWING

### Viewed at ANPA Convention

FOUR CBS color demonstrations last week for more than 250 editors and publishers attending the ANPA convention in New York (see story page 29) brought a "highly enthusiastic" response, the network announced.

Reactions, as reported by CBS, included:

● Tom C. Gooch, Dallas, Tex., *Times-Herald* publisher and board chairman of KRLD-AM-TV Dallas —"wonderful."

● Guy P. Gannett, president of the Guy Gannett Publishing Co., which publishes the Portland, Me., *Press-Herald* and *Express*, and president of WGUY Bangor and WGAN Portland—"beautiful."

● Mark Ethridge, Louisville, Ky., *Courier-Journal* and *Louisville Times* publisher and owner of W H A S-AM-TV Louisville—"remarkably good."

● George F. Booth, editor and publisher of Worcester, Mass., *Telegram* and *Gazette*, and president of WTAG Worcester—"Very good. I'd like to start broadcasting in color when we start our television station."

Among the other newspaper executives who saw the demonstrations (the CBS affiliates owned by papers are shown in parentheses):

Marcellus M. Murdock, Wichita, Kans., *Eagle* (KFH); William Armistead and Shields Johnson, Roanoke, Va., *Times* and *World News* (WDBJ); Ben H. Potter, Rock Island, Ill., *Argus* (WHBF-TV); Carl C. Council, Durham, N. C., *Herald-Sun* (WDNC); Frank G. Huntress and Frank Huntress Jr., San Antonio, Tex., *Express* (KTSA); Jack R. Howard, Knoxville, Tenn., *News-Sentinel* (WNOX).

William J. Pape, Waterbury, Conn., *American-Republican* (WBRY); Robert McLean, *Philadelphia Bulletin* (WCAU-AM-TV); Lee P. Loomis, Mason City, Iowa, *Globe-Gazette* (KGLO); Josh Horne, Rocky Mount, N. C., *Telegram* (WFMA); George R. Lamade, Williamsport, Pa., *Grit* (WWPA); J. Hale Steinman, Lancaster, Pa., *New Era* and *Intelligencer-Journal* (WGAL-TV).

Luther L. Hill and Kenneth MacDonald, Des Moines, Iowa, *Register* and *Tribune* (KRNT); M. M. Oppegard, Grand Forks, N. D., *Herald* (KILO); Paul Miller, Rochester, N. Y., *Democrat and Chronicle, Times-Union* (WHEC); Frank E. Tripp, Elmira, N. Y., *Corning-Leader* (WHEC); Kenneth K. Burke, Danville, Ill., *Commercial News* (WDAN); John Runyon and Allen Merriam, Dallas, Tex., *Times-Herald* (KRLD); Enoch Brown, Memphis, Tenn., *Commercial Appeal* (WMCT).

Hulbert Taft, *Cincinnati Times-Star* (WKRC); Edward K. Gaylord, Oklahoma City, *Oklahoman* and *Times* (WKY-TV); Carl P. Slane, Peoria, Ill., *Journal-Transcript* (WMBD); Oveta Culp Hobby, *Houston Chronicle* (KPRC-TV); Eleanor McClatchy, McClatchy Newspapers, Bakersfield, Calif. (KERN).

# THEATRE VIDEO

### FCC Hearings Start Sept. 17

FCC last Wednesday announced hearings on theatre TV would commence Sept. 17. Action is in conformity with the Commission notice of Jan. 11, 1950, following petitions at that time from motion picture interests which propose establishment of a nationwide service [BROADCASTING • TELECASTING, Jan. 6, 1950].

The Commission last week noted that 50 parties have already filed notices of appearances. Those who wish to participate in hearing are instructed to file statements on or before Aug. 15, listing witnesses and subjects to be discussed.

**Principal Issue**

One of the principal issues will be whether needs of theatre TV can be satisfied by common carrier wire facilities or by common carrier fixed station facilities operated in frequencies now allocated to such stations.

Also sought is information on plans for theatre TV on a commercial or non-commercial basis.

The FCC listed 10 principal points which it will study, ranging from technical data to whether or not there is a public need and desire for the service. The facts sought include:

**(a) To determine whether the existing and proposed transmission requirements for theatre television can be satisfied by existing and proposed common carrier wire facilities or by existing and proposed common carrier fixed station facilities operated in bands of frequencies now allocated to such stations.**

**(b) To determine the orders of frequencies and the spectrum space required, if any, at each order of frequency which would be necessary to establish a theatre television service.**

**(c) To obtain full information concerning existing or proposed methods or systems for exhibiting television programs on large screens in motion picture theatres or elsewhere.**

**(d) To obtain full information concerning existing or proposed methods or systems for transmitting or relaying television programs from the point of pickup to the exhibiting theatre, by use of radio frequencies, coaxial cable, wire, or other means, including intracity and inter-city transmission.**

**(e) To obtain full information concerning any technical data obtained in experimental operations conducted in the theatre television field, or otherwise available.**

**(f) To obtain full information concerning any non-technical data obtained in experimental operations conducted in the theatre television field, or otherwise available, including public need or demand for the proposed service, public need or desires in theatre television programs, approximate uses for the service, and commercial feasibility of the service.**

**(g) To obtain full information concerning plans or proposals looking toward the establishment of theatre television on a commercial or non-commercial basis.**

**(h) To determine whether persons engaged in furnishing theatre television services would be engaged as common carriers for hire in interstate communications by wire or radio, within the meaning of Section 3(h) of the Communications Act of 1934, as amended.**

**(i) To determine whether, if frequencies are to be allocated for the purpose of providing a theatre television service, such service should be established on a common carrier or non-common carrier basis, and if on a non-common carrier basis, the conditions under which such service would be made available.**

**(j) In the light of the evidence adduced under the foregoing issues, to determine whether or not the public interest would be served by the issuance of a proposal for allocation of frequencies to a theatre television service and by the promulgation of proposed rules and engineering standards governing such a service.**

# SALES CLINIC

### Slated by F&P in New York

FREE & PETERS, station representative firm, will hold a national television sales clinic at the Waldorf-Astoria Hotel in New York May 1-4, I. E. Showerman, National TV sales manager, announced last week.

"In the past year, Free & Peters' television department has tripled in size, and television specialists have been added in F&P offices all over the country," Mr. Showerman said.

"The tremendous growth of the television industry responsible for F&P's personnel expansion program has likewise increased the complexity of TV sales problems," he continued. "This clinic will be an intensive three-day session in all phases of TV selling today for all F&P television sales personnel."

Included on the agenda will be discussions of TV research techniques by C. E. Hooper of C. E. Hooper Inc., Dr. Sidney Roslow of The Pulse Inc., and Allan Jay of Videodex. Fundamentals of TV engineering, such as VHF versus UHF, new channel allocations, significance of antenna height and power and frequency, will be discussed by Raymond Guy, NBC radio and allocations engineer.

In addition to the F&P New York staff, the clinic will be attended by Joseph W. Evans, Fort Worth; William J. Tynan, William B. Wiemers Jr. and George F. Stanton, Chicago; Keith T. McKenney, Detroit; John A. Serrao, Hollywood; and Lon King, San Francisco.


TELESCRIPTIONS

ANIMATED AND LIVE ACTION TV FILM SPOTS

20-Second and 1 Minute

823 VICTOR BLDG. • WASH., D. C.
Sterling 4650

## Will you love me in July . . . as you did in cold December ?

You loved spot television in December . . . April, March and November

*(You have spent over three times as many dollars on NBC Spot Sales' stations since December as you did last year)*

. . . but did you know that spot television is going to be even more lovable this summer? *(17.5% more families will view television in July than in last December.*)*

Now, in the spring, is the time for media buyers to turn their fancies to thoughts of summer spot television. You'll reach more people*, find better availabilities* and sell more merchandise* . . .

*(Television is the favorite summer activity in the 7,273,300 TV homes in these stations' areas, according to Elmo Roper Study, August 1950.*)*
*(And remember, retail sales are 26% higher in summer than in January-through-March.)*

It's the best proposal you'll have all spring. You only have to name the date.

**Your NBC Spot Salesman has the proof.*

| | |
|---|---|
| WNBT | New York |
| WNBQ | Chicago |
| KNBH | Hollywood |
| WPTZ | Philadelphia |
| WBZ-TV | Boston |
| WNBK | Cleveland |
| WNBW | Washington |
| WRGB | Schenectady-Albany-Troy |

**NBC Spot Sales**

NEW YORK CHICAGO CLEVELAND
SAN FRANCISCO HOLLYWOOD

## Telestatus

*(Continued from page 66)*

in live cities although Mr. Berle was starred in kinescope cities.

The *Texaco Star Theatre* on April 3 obtained a rating of 59.6 and was seen by an estimated 24 million persons in 7,210,000 homes.

Most notable climb was made by the Groucho Marx program, *You Bet Your Life*, which rose to second place in the number of homes reached. This show was viewed by an estimated 17 million persons in 5,500,000 homes.

ARB TV-Nationals for April were reported as follows:

**RANKING BY POPULARITY RATING**

| | |
|---|---|
| 1. Star Theatre | 59.6 |
| 2. Talent Scouts | 56.0 |
| 3. Fireside Theatre | 48.1 |
| 4. Godfrey and Friends | 45.9 |
| 5. Your Show of Shows | 45.4 |
| 6. Groucho Marx | 45.0 |
| 7. Jack Benny | 45.0 |
| 8. Philco TV Playhouse | 42.1 |
| 9. Som. Maugham Theatre | 41.1 |
| 10. Ken Murray Show | 40.9 |

**RANKING BY HOMES REACHED**

| | (Add 000) |
|---|---|
| 1. Star Theatre | 7,210 |
| 2. Groucho Marx | 5,500 |
| 3. Your Show of Shows | 5,400 |
| 4. Godfrey and Friends | 5,250 |
| 5. Jack Benny | 5,150 |
| 6. Talent Scouts | 5,100 |
| 7. Fireside Theatre | 4,995 |
| 8. Philco TV Playhouse | 4,740 |
| 9. Ken Murray Show | 4,550 |
| 10. Comedy Hour (Cantor) | 4,500 |

* * *

## Hooper Reports March Combined Audiences High

AVERAGE combined radio-television evening audiences in 32 television cities were higher for March than for any month previously reported in 16 years, according to the April Hooperatings Pocketpiece released last week.

Thirty-three cities were reported on, the C. E. Hooper firm said, and the 33d city missed averaging such an audience by only 0.1% of a point.

In 27 of the cities, 40% or more of the homes called were using TV and/or radio in the evening; and in six cities (Buffalo, Cleveland, Dayton, Milwaukee, Minneapolis-St. Paul and Syracuse) the average evening audiences totalled 50% or more.

First 10 cities reported with the highest percent of evening set-use were:

| | |
|---|---|
| 1. Buffalo | 52.2% |
| 2. Milwaukee | 52.1% |
| 3. Syracuse | 52.1% |
| 4. Minneapolis-St. Paul | 50.9% |
| 5. Dayton | 50.3% |
| 6. Cleveland | 50.2% |
| 7. Cincinnati | 49.6% |
| 8. Baltimore | 48.4% |
| 9. Chicago | 48.4% |
| 10. Columbus | 48.1% |

## Tube Output Shifted

CORNING GLASS Works' plant at Albion, Mich., has been ordered by its officials to shift production from television tubes because of the decline in demand. Equipment is being converted to the manufacture of sealed beam auto headlights and glass bulbs for electronic pieces and incandescent lights.

**SIGURD and Russell Varian check over their new klystron tube at their San Carlos, Calif., laboratory. The tube, developed by the brothers in cruder form before the last war, was perfected for General Electric Co. and displayed publicly in New York a fortnight ago** [BROADCASTING • TELECASTING, **April 16**]. **The tube has made possible a GE transmitter which reportedly will add some 70 UHF channels to the present TV facilities.**

## Telefile

*(Continued from page 62)*

national and international news. This operation is directed by News Chief Emileigh Maxwell. It is telecast 15-minutes daily, five days weekly.

INS, News Photos and local film shots by Norfolk newspaper photographers are shown on the program. Two photo men of the *Ledger-Dispatch* have contributed many area shots for *Telenews* as well as for NBC's *Camel News Caravan*. Their first assignment was a hot one—the *USS Missouri's* (Mighty Mo) grounding off Hampton Roads.

**Local Success**

Another local success show is *Chrysler Amateur Hour* telecast 6-7 p. m. Wednesday and presenting 12 to 15 amateur contestants, selected on the basis of auditions held weekly. Week's winner gets a $50 War Bond; grand prize winner receives an all expenses-paid trip to New York for auditions on Ted Mack's *Original Hour*. WTAR-TV puts the mail count for this program to more than 43,000 letters and postcards over a four-month period.

In the fashion world, Alice Brewer White, fashion and women's director for WTAR since 1946, adds a 15-minute TV show to her regular radio duties. The video portion is shown twice weekly.

Another local highlight is *Animal Fair*, which WTAR-TV feels is unique. Produced by Mary Frances Morrisette, the *Fair* has as its theme the stray, homeless pup. This program, which, of course, helps owners to recover their pets, and which adds a dash of human interest from animal life, has earned favorable mention in the *Humane Review*.

The expansive house of WTAR operations has both modernistic and luxurious beauty. Its wide auditorium studio, complete with stage, dressing rooms and lighting controls, is suitable for a variety of radio and TV productions and has an added advantage of space for studio audiences.

In the main television studio, automobiles may be driven in by a rear door directly off the street for telecasting. To its rear is the prop room where scenery and stage properties are stored. A viewing room on the mezzanine is for visitors. Overhead lights are designed to rotate vertically or horizontally. They can be operated by one man from a steel catwalk hanging from overhead cables. All cameras are mounted on rubber wheeled dollies.

Equipment includes a Projectol device for complete duties that include film, slides, opaques and scroll titles. WTAR also has two studio camera video controls, one film camera control, one off-air monitor or "switcher," a preview monitor, audio controls, two turntables for sound effects records, a projection room with two 16mm projectors, two slide projectors and two film cameras. A separate master control room is for radio broadcasting.

Two large radio studios flank the AM master controls with announcer's booth, and rooms for various radio equipment are used.

All control rooms and studios are separated from corridors by sound locks. Mobile equipment and various control rooms for the studios complete the picture.

A unique advantage that WTAR-TV enjoys is the low elevation of the immediate area. Since it is on sea level, video waves travel in straight lines to the elevated country and thus seem to reach farther, the station claims.

The other "advantage" WTAR-TV enjoys is the progressive approach it takes to coverage, programming and local highlighting. Thus far, it has paid off with added coverage, better and more varied programming and additional local programs. The future looks unlimited for WTAR-TV, which has had only one year's existence.

## TV Status

*(Continued from page 60)*

Wood (D-Ga.) and Rep. Francis Walter (D-Pa.), ranking majority member.

The Senate Crime Investigating Committee, extended four months and headed now by Sen. Herbert O'Conor (D-Md.), meets early this week. Whether further hearings would be held and whether television pickups would be permitted were not known last week.

Some observers noted that Sen. O'Conor has publicly advocated TV coverage and that if sessions resume in other cities, video cameras would be allowed. Other committee members have been lavish in their praise of TV as a means of arousing public interest, particularly former Chairman Estes Kefauver (D-Tenn.) [BROADCASTING • TELECASTING, April 23].

## MacArthur

*(Continued from page 32)*

for broadcast on NBC's *Voices and Events* yesterday.

An NBC cameraman covered the event for film clips to be used on the *Camel News Caravan*, NBC-TV.

Five Milwaukee AM stations — WISN WEMP WFOX WMAW WMIL—collaborated on a "MacArthur Network," which carried complete coverage as a noncommercial, public service event.

Remotes were set up at 13 points throughout the city and county, following the parade route. Thirty-five announcers and 25 engineers were on duty. Coordinating took place in a control center at WISN studios, across from the Plankinton House headquarters. The entire coverage was supervised by George DeGrace, manager of WISN.

Reports on earlier MacArthur coverage continued to pour into BROADCASTING • TELECASTING last week:

Columbia Records Inc. announced it will issue speech recordings of the General's Congressional address. WOR New York will market recordings in the New York metropolitan area in two groups—long-playing and 12 inch standard sizes. Official Films has released a 15-minute TV series, *Parade of Events*, highlighting MacArthur feats.

**KRVN Coverage**

KRVN Lexington, Neb., reported favorable comment on its special events coverage of the General's return to the U. S. and its public opinion poll on his dismissal. KEYL (TV) San Antonio conducted a similar poll. WOW-TV Omaha reported that NBC-TV kinescoped the Washington ceremonies in its studios and sent it to Hollywood for airing on the West Coast network—six hours later.

KSD St. Louis claims it received a first-hand report from Rome on European reaction to the dismissal. Frank Eschen, special events director, telephoned Anne Harrington, KSD news staff member, and transcribed her report from there. KQV Pittsburgh's Herb Morrison routed Sens. James H. Duff and Ed Martin (R-Pa.) out of bed at 7 a.m. to get telephone-recorded comment for early listeners.

WDSU-TV New Orleans aired two special public service programs excerpting the MacArthur Washington speech, cancelling several commercial shows. WTAC Flint, Mich., delved into the records for the song, "Old Soldiers Never Die," and aired it on *Smilin' Max Henderson and His Gang*. KYA San Francisco sent coverage of the MacArthur West Coast arrival to 327 LBS stations.

WTAG Worcester, Mass., got clearance from CBS to preempt *Godfrey's Talent Scouts* and pick up a speech by Rep. Joseph Martin (R-Mass.) April 23.

# For more than a year...

## EASTMAN 16mm. TELEVISION PROJECTOR, MODEL 250

NEVER before have so many revolutionary new ideas been combined so successfully in one 16mm. projector.

Designed for continuous trouble-free performance . . . used for more than a year in leading key network studios . . . the Eastman 16mm. Model 250 is giving an amazing account of itself . . .

- Precise sprocket-type geneva pulldown assures exceptional film steadiness . . .
- Exclusive feature makes possible "still-frame" operation —permits commentary from "frozen" frame . . .
- Simple, convenient control system includes remote control, gives maximum over-all operating efficiency . . .
- Advanced optical and electronic engineering makes possible unparalleled sound reproduction . . .
- Improved tungsten illumination—plus "Lumenized" Kodak Projection Ektar Lenses—provide unusual mosaic screen image brilliance.

Write today for detailed information on specifications, prices, and delivery.

***Available upon request:*** "Theater Quality 16mm. Projection." This 16-page book describes features of Eastman Projector, gives much valuable projection information. Write for your copy today.

**Motion Picture Film Department**
**Eastman Kodak Company**
**Rochester 4, N. Y.**

**East Coast Division**
**342 Madison Avenue**
**New York 17, New York**

**Midwest Division**
**137 North Wabash Avenue**
**Chicago 2, Illinois**

**West Coast Division**
**6706 Santa Monica Blvd.**
**Hollywood 38, California**

Record every program on film . . .

**EASTMAN TELEVISION RECORDING CAMERA**

## Newspaper Gross

*(Continued from page 29)*

& Mather; Edward E. Guttenberg, advertising director, Calvert Distillers Corp.; Louis E. Heindel, president, Newspaper Advertising Executives Assn.; Lee Ward, president, American Assn. of Newspaper Representatives, and bureau executives and staff members participating in a skit showing how the bureau serves its member papers with sales ideas and material, and how it cooperates with advertisers, agencies and representatives in developing more and more productive newspaper advertising.

The bureau presentation concluded with a brief talk by Harold S. Barnes, director of the bureau. The entire report was described by one radio observer as an effective demonstration of how a well-supported and adequately financed industry promotion organization can actually increase industry revenue. If newspaper publishers who are also station operators are encouraged to give similar support to BAB, he continued, the radio industry will owe ANPA's Bureau of Advertising at least a hearty vote of thanks.

Nine directors were elected to the bureau's board of 28 members for three-year terms: Maj. Gen. Julius Ochs Adler, *New York Times* (WQXR-AM-FM); E. Bartlett Barnes, *Bristol* (Conn.) *Press;* D. Tennant Bryan, *Richmond Times Dispatch* and *News Leader* (WRNL-AM-FM); J. Evans Campbell, *Owosso* (Mich.) *Argus-Press* (WOAP-AM-FM); Sidney F. Harris, *Ottawa* (Kan.) *Herald;* George Hartford, *Chicago Daily News;* Irwin Maier, *Milwaukee Journal* (WTMJ-AM-TV); Eugene Pulliam, *Indianapolis Star & News* (WIRE); Franklin D. Schurz, *South Bend Tribune.*

# INS GROWTH

### *Adds 50 Stations, 90 Papers, In Past Twelve Months*

INTERNATIONAL News Service has added a grand total of 90 newspapers, 50 radio stations, 32 special service clients and two schools of journalism to its client list during the past 12 months, Seymour Berkson, INS vice president and general manager, told news and business executives of the news agency Thursday at their annual business meeting in connection with the ANPA convention at the Waldorf-Astoria, New York.

Accompanying its enlarged client list, INS is expanding and improving its wire circuits and news-gathering facilities, Mr. Berkson said. He cited as one important improvement in the domestic wire setup the installation of a new system of 24-hour coordinated wire circuits, made on the basis of a detailed survey made in cooperation with AT&T. This new system, he said "enables us to lay down our complete report in the most flexible, easy to handle, streamlined form of any major press association. Internationally, he cited INS' inauguration, on Feb. 2, 1951, of the first direct news service by radio-teleprinter from North America to newspapers in South America.

**Great TV Growth**

In television, INS' growth has been "as phenomenal as the medium itself," Mr. Berkson said, reporting that "80% of the nation's operating TV markets carry one or more of our television news elements. These TV news packages, produced in collaboration with Telenews Productions Inc., our newsreel affiliate, and International News Photos, our picture affiliate, have reached a new high in solid, industry-wide acceptance and have further established our leadership as the distributor of the greatest variety of top quality news programs for television."

Mr. Berkson praised Herbert Scheftel, Telenews president, for "his remarkable courage and vision in pioneering the adaptation of modern newsreel techniques to television." Telenews has established a new department in its Washington bureau for processing and shipping film directly to clients.

Among newsreel beats and exclusives supplied to TV stations by Telenews during the past year, Mr. Berkson listed: Exclusive film interview with Syngman Rhee, president of South Korea, warning of the dangers of invasion by the North Koreans; first films of North Korean troops crossing the 38th parallel; exclusive films of the earthquake in Assan; exclusive film coverage of the events leading up to Puerto Rico's recent abortive revolution; exclusive film interview with Gen. Ridgway in Korea just prior to his taking over Gen. MacArthur's command.

**RKO PATHE, INC.**
624 MADISON AVE.
NEW YORK, N. Y.
PLAZA 9-3600

## WESTERN UNION

### Subsidiary Services Sets

WESTERN UNION SERVICES, subsidiary of Western Union Telegraph Co., has been formed to install and service video receivers, according to an announcement by Thomas F. McMains, vice president and assistant to the president of the telegraph company.

Mr. McMains also revealed that arrangements have been made with the Allen B. DuMont Labs for WU Services to install and service DuMont sets in three New Jersey counties. He said that the experience gained during the initial test period, when operations will be limited to DuMont sets in the three counties, will be the basis for planning expansion to new areas.

# TV HELPS AP

### *Board of Directors Tells Membership Meeting*

"THE GROWTH of television has had a rapid and striking effect upon public interest in news events and on Associated Press news coverage," the AP board of directors stated Monday in its report to the news association's annual membership meeting at New York's Waldorf-Astoria.

"Millions now see important public events as they happen," the report said. "As has proven true of football and baseball, what people have seen they want to read about. AP has been alert to the interest which television helps build and has tried to provide members with news and picture coverage to take full advantage of that interest." The board added that AP has been criticized for "carrying too much news attributed to television, radio and magazine sources" and also for not carrying enough of such material.

Noting a steady increase, both quantatively and qualitatively, in news furnished AP by radio stations, the board pointed out that the question of admitting radio stations to regular membership in AP is one that must be answered sooner or later. The board noted that while its members "have devoted considerable time and thought to the subject, exploring various approaches to a solution, the board has not reached a satisfactory conclusion and is not yet prepared to make a recommendation."

Since the resolution permitting radio stations to become associate members of AP was adopted in 1946, the report stated, more than 1,100 stations have been elected and their assessments now constitute a substantial part of AP's total income. Station memberships increased by 20 during 1950, which ended with domestic AP memberships including 1,068 stations and 1,720 newspapers, while AP served nearly 1,200 stations and newspapers overseas.

AP members elected four new directors and re-elected three who were already serving on the board. New board members are: James M. Cox Jr., *Dayton Daily News* (WHIO-AM-FM-TV); Mark Ethridge, *Courier-Journal* and *Louisville Times* (WHAS-AM-FM-TV); Dolph Simons, *Lawrence* (Kan.) *Journal-World;* Raymond L. Spangler, *Redwood City* (Calif.) *Tribune.* Those re-elected are: Roy A. Roberts, *Kansas City Star* (WDAF-AM-TV); Palmer Hoyt, *Denver Post;* John S. Knight, *Chicago Daily News.*

Robert McLean, *Philadelphia Evening Bulletin* (WCAU-AM-FM-TV), was re-elected AP president Tuesday at the first meeting of the new board. Harold A. Fitzgerald, *Pontiac Daily Press,* was elected first vice president and W. H. Cowles, *Spokane Spokesman-Review,* was elected second vice president. Lloyd Straton was re-elected secretary and Robert Booth, treasurer.

## UP REPORTS

### 75 New Station Clients

UNITED PRESS clients have reached a new high total of 3,469 radio stations and newspapers, Jack Bisco, vice president and general business manager, reported last week during the annual meeting of UP executives, held Monday through Thursday in New York. The number does not include such special UP clients as radio commentators and magazines, Mr. Bisco said. He reported that UP has had a net gain of 75 domestic radio stations and of five domestic newspapers, plus 24 foreign clients, during the past year.

Expansion of UP leased wire systems in Europe during the past year, including extension of the circuit to Oslo, Helsinki and Bonn, now gives UP a European network reaching 61 cities in 13 countries, Harry R. Flory, foreign news manager and director of communications, reported. The trans-Atlantic traffic has mounted steadily, he said, with UP currently sending 65,000 words a day across the Atlantic to Britain and receiving 50,000 words a day from there.

Continued growth domestically was reported by Carl B. Molander, assistant business manager, who said that during the past decade domestic leased wire mileage had expanded at the rate of about 10,000 miles a year.

## *Film Report*

**ACME TELEPHOTO** news picture service has been acquired by WAAM (TV) Baltimore. The station expects to use the service on 46 weekly newscasts and announced that permission had been obtained from *The New York Times* for use of its maps.

* * *

**JERRY FAIRBANKS Productions,** Hollywood, is filming six one-minute TV commercials for Blackstone Cigar Co. Mobile crew members will shoot scenes in New Haven, Providence and Boston for the series. Film commercials also are in production for Carling's Ale and Ivory Snow, through Benton & Bowles Inc., and National Biscuit Co., through McCann-Erickson.

* * *

**CONSOLIDATED TELEVISION Productions,** Hollywood, is releasing two additional half-hour programs, *The White Avengers* and *Hawaiian Paradise.* Also available are three-minute *Movie Discs* in disc jockey format.

**TELEFILM, INC.**
COMPLETE FILM PRODUCTION FOR
TV SPOTS-PROGRAMS
All Production Steps
In One Organization
6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
HOLLYWOOD 9-7205

## P & G

*(Continued from page 59)*

users in February, PIB reported, with Ford Motor Co. fourth and Anchor-Hocking Glass Corp. fifth. Table I shows TV network time expenditures of the top 10 advertisers during February. Table II shows the leading advertiser in each product group.

Food advertising led the field of TV network sponsors from a time purchase standpoint in February, with gross expenditures of $1,724,793, more than half again as much as was spent for advertising by Smoking Materials, ranking second for the month with gross time purchases of $1,026,377. Toilet Goods advertising ranked third with $838,091; Automotive & Automotive Supplies fourth with $806,967; Household Equipment fifth with $553,307.

In February 1950, the five leading classes of TV network advertised products were: Smoking Materials, Automotive, Foods, Radios & TV Sets, Toiletries. Full breakdown of product group time expenditures on TV networks for January-February, both this year and last, is given in Table III.

**TABLE III**

GROSS TV NETWORK SALES BY PRODUCT GROUPS FOR FEB. AND JAN.-FEB. 1950 AND 1951*

| Product Groups | February 1951 | Jan.-Feb. 1951 | February 1950 | Jan.-Feb. 1950 |
|---|---|---|---|---|
| Apparel, Footwear & Access. | $ 205,985 | $ 400,928 | $ 23,090 | $ 43,660 |
| Automotive, Automotive Access. & Equip. | 806,967 | 1,639,954 | 273,146 | 580,809 |
| Beer, Wine & Liquor | 317,677 | 688,525 | 110,074 | 226,253 |
| Confectionery & Soft Drinks | 159,619 | 331,228 | 25,188 | 54,543 |
| Consumer Services | 39,000 | 66,690 | 13,500 | 27,000 |
| Drugs & Remedies | 75,670 | 157,570 | 16,920 | 33,840 |
| Foods & Food Products | 1,724,793 | 3,411,048 | 228,455 | 473,090 |
| Gasoline, Lubricants & Other Fuels | 180,900 | 384,360 | 72,820 | 163,770 |
| Household Equip. & Supplies | 553,307 | 1,184,922 | 122,920 | 264,325 |
| Household Furnishings | 301,000 | 649,785 | 121,958 | 239,087 |
| Industrial Materials | 271,260 | 581,370 | ..... | ..... |
| Insurance | 47,340 | 89,250 | ..... | ..... |
| Jewelry, Optical Goods & Cameras | 154,725 | 312,775 | ..... | 2,696 |
| Office Equip. Stationery & Supplies, Writing | 15,330 | 30,590 | 25,188 | 54,543 |
| Publishing & Media | 46,035 | 46,035 | 16,930 | 32,970 |
| Radios, TV sets, Phonographs, Musical Instruments & Acces. | 391,130 | 832,640 | 197,673 | 421,224 |
| Retail Stores & Direct by Mail | 17,340 | 34,680 | ..... | 1,631 |
| Smoking Materials | 1,026,377 | 2,178,004 | 323,576 | 684,214 |
| Soaps, Cleansers & Polishes | 516,605 | 939,220 | 21,720 | 46,906 |
| Toiletries & Toilet Goods | 838,091 | 1,744,773 | 148,138 | 293,311 |
| Miscellaneous | 115,399 | 217,309 | 14,151 | 31,570 |
| Total | $7,804,550 | $15,921,656 | $1,730,259 | $3,620,898 |

Source: Publisher Information Bureau
*ABC, CBS and NBC TV Neworks; DuMont not reporting.

## TELESET TAX

### *Phila. Impost Considered*

POSSIBILITY of a city tax on television sets in Philadelphia has been raised by City Controller Joseph S. Clark Jr. Speaking in Dallas before the Municipal Finance Officers Assn., Mr. Clark said the TV tax would be "relatively fair."

Approximately 454,000 sets are now in use in Philadelphia, he pointed out, representing about $130,752,000 in taxable property. He said a tax could be collected at first through the sales outlets. Tax collectors could use television aerials as evidence, if the levy were to be continued on an annual basis, he noted.

## UHF VIDEO

### GE Tests New Transmitter

A NEW low-cost UHF TV transmitter, specially designed for small-town operation, has been under development by General Electric Co. for the past two years, is about ready to undergo tests and is expected to be ready for delivery to licensees in about 18 months, barring all-out mobilization, Paul L. Chamberlain, manager of sales for the GE commercial equipment division, said Wednesday .

It is too early for a firm price to be set, but the unit and its associated equipment will probably be priced in the $75,000 to $100,000 range, Mr. Chamberlain said. A special antenna developed by GE engineers for use with this transmitter will give it an effective radiated power of about 2 kw, he said.

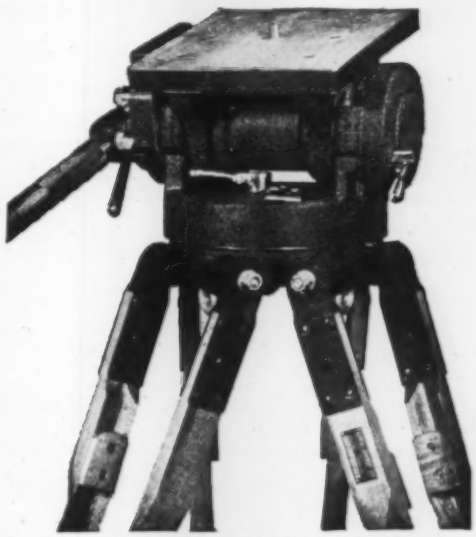
Mr. Chamberlain's statement was prompted by queries from BROADCASTING • TELECASTING following the Tuesday morning ANPA convention meeting of newspapers, of under 10,000 circulation. Chairman of the meeting, Robert M. White, *Mexico* (Mo.) *Ledger*, said he had heard of this new, low-cost TV package from Frank P. Barnes, GE sales manager of broadcast equipment. Mr. Barnes, Mr. White reported, had said that these stations would have an effective service range of about 10 miles.

Explaining the new TV unit, Mr. Chamberlain said: "We believe that any town that supports a small daily newspaper, or a large weekly, should be able to support a small TV station which would use this comparatively low-cost transmitter."


*Floating Action!* **for all TV Cameras**

**'BALANCED" TV TRIPOD**

*(Pat. Pending)*



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

*Below:*

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

*Write for further particulars*

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

## Allocation Comments

*(Continued from page 59)*

ginia there. He contended Petersburg will get service from both Richmond and Norfolk.

Edward Breen, president of KVFD Fort Dodge, Iowa, has protested allocation of UHF Channel 21 there and requested a VHF channel instead.

B. R. Maloney, chief engineer of WJPD Ishpeming, Mich., protested failure to allocate any channel there and requested a local channel.

Similarly, C. H. Fisher, president of KUGN Eugene, Ore., has written to Sen. Wayne Morse (R-Ore.) protesting failure of FCC to allocate any commercial VHF channel there. VHF Channel 9 has been assigned, but reserved for educational use. UHF Channels 20 and 26 are assigned commercially.

Joe M. Leonard Jr., manager of KGAF Gainesville, Tex., expressed approval of local allocation of UHF Channel 49 and indicated KGAF would be ready to file for it when FCC gives the green light. "Gainesville has been without nighttime AM service, but we are looking forward to a fulltime television permit." he said.

### Louisiana Outlets Seen

Robert Blum, New Orleans attorney who inquired about FCC policy and procedure, indicated he planned to file a TV application at Lake Charles, La., for Frank W. Bennett, otherwise not identified. Mr. Blum said it was also planned to file for stations in Lafayette, New Iberia, Jeanerette, Morgan City, Baton Rouge, Houma and Thibodaux.

On the education front last week, Mayor David L. Lawrence of Pittsburgh, president of the U. S. Conference of Mayors, announced the organization will insist that FCC set aside an adequate number of TV channels for educational outlets. He said the demand will be presented to FCC on behalf of 200 major cities represented by USCM. Mayor Lawrence made a full report of the TV situation in the April 15 issue of *The United States Municipal News*, official organ of USCM.

The Ford Foundation on Monday announced establishment of the Fund for Adult Education, an independent agency to develop methods and opportunities in adult education. An interim budget of $3 million has been designated by the trustees of the parent foundation and it is believed that part of this money will be suballocated as the $1 million reported earlier to be slated for several radio and TV research projects [BROADCASTING • TELECASTING, April 16].

The $1 million would be used as a starter in the first year of a five year-plan, it was reported, with $300,000 going to the Lowell Cooperative Broadcasting Institute in Boston for development of an educational radio network and $90,000 going to the Joint Committee on Educational Television to maintain Washington headquarters.

### JCET Reorganization

JCET, which pushed education's plea before the Commission for reservation of TV channels currently is undergoing reorganization to effect a more permanent status.

The request that Kansas City's education-reserved VHF Channel 9 be released for commercial utilization came from Clarence R. Decker, president of the U. of Kansas City and Roscoe V. Shores, acting superintendent of schools there. Both lauded the excellent cooperation of local commercial stations in the presentation of educational features and indicated they did not believe Kansas City educational institutions could afford to operate their own noncommercial station for some time to come.

Mr. Shores pointed out it had even been decided to turn down a gift of an FM station from the Junior League of Kansas City because of operating costs that would be entailed.

Mr. Decker indicated that if in the future funds did become available for a station, the UHF by that time would have been proven and sufficient set circulation would have been established.

FCC proposes to allocate VHF Channels 4 (WDAF-TV now operating), 5 and 9 (reserved for education) and UHF Channels 19 and 25 to Kansas City.

Cincinnati's Mayor Albert D. Cash wired FCC for TV details, reporting local educators are very interested in subject.

St. Louis' Mayor Joseph M. Darst has organized a special committee of local educational leaders to prevent possible loss of the educational reservation attached to Channel 9 there. George M. Burbach, KSD-TV general manager, advised the group at its first meeting on TV construction and operating costs.

R. B. House, chancellor of the U. of North Carolina, last week advised FCC plans are underway for educational TV there as portion of school's Communication Center founded in 1945.

U. of Kansas at Lawrence wrote FCC it plans to utilize VHF Channel 11 reserved there, stating that "for several months we have been proceeding with an engineering survey and the preparation of an application" which it hoped to file in the "near future."

The San Diego school groups reported they are "planning concretely" to use VHF Channel 3 reserved there. They now operate noncommercial KSDS (FM) San Diego.

Texas College of Technology, San Antonio, by L. D. Beitel, executive director, expressed desire to operate an educational station and asked for application forms.

Miami U., Oxford, Ohio, indicated intent to use UHF Channel 14 there and said it would file its application when funds are approved by the state legislature. The school, by President Ernest H. Hahne, indicated this would take a minimum of two years.

### LeMoyne College Plans

LeMoyne College, Syracuse, N.Y., according to its president, Very Rev. William J. Schlaerth, S.J., regrets no VHF channel is available but plans to use UHF as soon as it proves itself.

Clemson (S.C.) Agricultural College, by President R. F. Poole, protested to FCC that no educational channel was provided for there. He said the school has used radio effectively and plans to use TV "as rapidly and as fully as funds become available."

U. of Chattanooga, while definitely interested in prospects for its own station, cited fine cooperation with WDOD there and noted WDOD plans to build a TV plant just four blocks away. The university said it was troubled by the high costs involved in operating an outlet.

U. of Denver, by Albert C. Jacobs, chancellor, withheld comment on its plans pending the further FCC hearing. He stated "our past history of radio broadcasting in cooperation with commercial stations in our area has shown that commercial license holders have given us ample opportunity to carry the University's message to the public which we seek to serve." He didn't know if the case would be the same for TV, now under study.

John S. Herron, New Jersey superintendent of schools, wired Rep. Peter W. Rodino Jr. (D-N.J.) to urge reservation of at least one channel for education in that state. He protested that New Jersey was the only state not to receive such a reservation.

Malcolm A. Love, president of the U. of Nevada, told FCC "as soon as practicable the university proposes a serious move toward the establishment of an educational television station in the state of Nevada." He regretted no VHF channel had been reserved at Reno, rather than UHF Channel 21, because of coverage factor. He indicated, however, that the school was in no position at the present time to initiate or carry on a complete TV station operation.

Similarly, the U. of Arizona, through President J. Byron McCormick, stated that although no immediate plans exist for a TV station, the university "will eventually wish to utilize" the local channel reserved there.

### Protest Action

Bay City (Mich.) Junior College, by Eric J. Bradner, protested FCC's failure to reserve a channel there. The school has no plans for immediate use even if one existed, he said.

The public schools of Cedar Rapids, Iowa, indicated no immediate plans for TV but said study is underway respecting a cooperative venture.

Among those also expressing general support of FCC's proposed educational reservations were the following:

Very Rev. James T. Hussey, S.J., president, Loyola U., New Orleans (WWL), who wrote Chairman Coy "to convey to you my deep conviction that the reservation of an adequate number of television channels for noncommercial broadcasting is the only possible safeguard for television's tremendous educational potential."

Edward L. Bernays, New York public relations consultant, chairman of Public Interest Committee, National Assn. of Educational Broadcasters, who wrote FCC of support by Harold E. Stassen, U. of Pennsylvania president, William Green, AFL president, Walter Reuther, UAW-CIO president, Robert G. Sproul, U. of California president, and others.

Gertrude G. Broderick, radio education specialist, Assn. for Education by Radio; Pittsburgh Council of Parent-Teacher Assns.; Boylston Green, vice chancellor, U. of the South, Sewanee, Tenn.; L. E. Roberts, president, Middle Georgia College; Mt. Lebanon (Pa.) Council of Parent-Teacher Assns.; Theological Seminary, Dubuque U., Dubuque, Iowa; Gordon G. Singleton, president, Mary Hardin Baylor College, Belton, Texas; Board of Education, School District 12, Ridgeway-Shelby, Orleans, N. Y.; First Presbyterian Church, Roswell, N. M.

Seymour N. Siegel, director of communication, New York City Municipal Broadcasting System, operating the city's WNYC-AM-FM, asked FCC to revise its noncommercial educational rules so as to make municipalities eligible.

## GE TRANSLATOR
### Unit For UHF Reception

GENERAL ELECTRIC announced last week from Syracuse that it has developed a small television "translator" which will tune in UHF telecasts when attached to any GE TV receiver.

Arthur A. Brandt, general sales manager for the receiver division, said that GE will supply the new translator to its distributors for demonstration purposes when the company introduces its new fall line of TV receivers.

The translator looks like a small table radio. It reportedly will receive all the proposed UHF channels.

**LIBEL and SLANDER**

Invasion of Privacy
Plagiarism-Copyright-Piracy
**INSURANCE**
For the wise Broadcaster
**OUR UNIQUE POLICY**
provides adequate protection.
Surprisingly inexpensive
**CARRIED NATIONWIDE**
*For details & quotations write*
**Employers Reinsurance Corporation**
Insurance Exchange Bldg.,
Kansas City, Missouri

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

*Address inquiries to Placement Director*
RCA INSTITUTES, INC.
*A Service of Radio Corporation of America*
350 W. 4th St., New York 14, N. Y.

# They brought Paris to the oil fields

A wonderful new fashion show was held in Paris . . .

One week later, the same show was staged—in Texas!

The place was Neiman-Marcus of Dallas, one of the most remarkable stores in the world. Though hundreds of miles from the "fashion capitals," they sell more exclusives from more top designers than any other store in the U. S.

After new Paris creations arrive in New York, it's only a matter of hours before they're displayed in the N-M salons!

Want to know their secret?

When Neiman-Marcus want a fashion scoop, they bring their high-fashions in at high altitudes. They use Air Express!

You don't have to be a Texan to want the *fastest* service in the world. Your business doesn't have to be fashions to profit from regular use of Air Express. Here are its unique advantages:

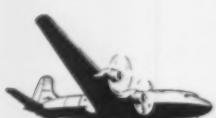
IT'S FASTEST — Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, *at no extra cost.*

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.



AIR EXPRESS

GETS THERE FIRST

## Set Shipments

*(Continued from page 56)*

| State and County | Sets Sold in January |
|---|---|
| Montgomery | 119 |
| Shawnee | 106 |
| Wyandotte | 685 |
| **KENTUCKY** | |
| Boone | 38 |
| Boyd | 260 |
| Bracken | 35 |
| Campbell | 280 |
| Carroll | 33 |
| Fayette | 117 |
| Grant | 55 |
| Greenup | 31 |
| Hardin | 93 |
| Harrison | 59 |
| Jefferson | 3,442 |
| Kenton | 645 |
| Meade | 44 |
| Nelson | 57 |
| Oldham | 33 |
| Owen | 26 |
| Pendleton | 27 |
| Scott | 44 |
| Shelby | 44 |
| Spencer | 40 |
| Warren | 44 |
| Washington | 74 |
| **LOUISIANA** | |
| Ascension | 29 |
| Assumption | 26 |
| East Baton Rouge | 92 |
| Jefferson | 84 |
| La Fourche | 104 |
| Orleans | 1,884 |
| St. Tammany | 33 |
| Tangipahoa | 78 |
| Terrebonne | 48 |
| Washington | 29 |
| **MAINE** | |
| Cumberland | 70 |
| York | 357 |
| **MARYLAND** | |
| Anne Arundel | 119 |
| Baltimore | 2,571 |
| Baltimore City | 5,785 |
| Caroline | 66 |
| Carroll | 93 |
| Cecil | 114 |
| Charles | 29 |
| Dorchester | 77 |
| Frederick | 216 |
| Garrett | 55 |
| Harford | 115 |
| Howard | 26 |
| Kent | 59 |
| Montgomery | 496 |
| Prince Georges | 141 |
| Queen Annes | 51 |
| Saint Marys | 35 |
| Talbot | 37 |
| Washington | 189 |
| Wicomico | 70 |
| **MASSACHUSETTS** | |
| Barnstable | 31 |
| Berkshire | 747 |
| Bristol | 2,120 |
| Essex | 4,092 |
| Franklin | 26 |
| Hampden | 1,891 |
| Hampshire | 26 |
| Middlesex | 6,743 |
| Norfolk | 2,186 |
| Plymouth | 957 |
| Suffolk | 13,389 |
| Worcester | 3,275 |
| **MICHIGAN** | |
| Allegan | 189 |
| Barry | 57 |
| Bay | 101 |
| Berrien | 544 |
| Branch | 141 |
| Calhoun | 877 |
| Cass | 68 |
| Claire | 26 |
| Eaton | 62 |
| Genesee | 1,242 |
| Gratiot | 38 |
| Hillsdale | 40 |
| Ingham | 795 |
| Ionia | 143 |
| Isabella | 46 |
| Jackson | 388 |
| Kalamazoo | 1,056 |
| Kent | 1,796 |
| Lapeer | 90 |
| Lenawee | 388 |
| Livingston | 114 |
| Macomb | 893 |
| Monroe | 414 |
| Montcalm | 53 |
| Muskegon | 454 |
| Oakland | 1,774 |
| Oceana | 27 |
| Ottawa | 210 |
| Saginaw | 370 |
| Saint Claire | 419 |
| Saint Joseph | 260 |
| Sanilac | 75 |
| Shiawassee | 156 |
| Tuscola | 26 |
| Van Buren | 207 |
| Washtenaw | 672 |
| Wayne | 20,962 |
| **MINNESOTA** | |
| Anoka | 49 |
| Blue Earth | 113 |
| Brown | 37 |
| Carver | 75 |
| Chisago | 31 |
| Dekota | 119 |
| Faribolt | 26 |
| Goodhue | 112 |
| Hennepin | 4,720 |
| Isanti | 37 |
| Le Sueur | 73 |
| McLeod | 95 |
| Meeker | 86 |
| Mille Lacs | 29 |
| Nichollet | 33 |
| Olmsteed | 86 |
| Pine | 28 |
| Ramsey | 1,931 |
| Rice | 73 |
| Sherberne | 40 |
| Stearns | 97 |
| Waseca | 40 |
| Washington | 97 |
| Wright | 114 |
| **MISSISSIPPI** | |
| Alcorn | 28 |
| Coahoma | 42 |
| Harrison | 73 |
| Lafayette | 32 |
| Tunica | 26 |
| **MISSOURI** | |
| Andrew | 29 |
| Atchison | 29 |
| Audrain | 48 |
| Buchanan | 308 |
| Carroll | 40 |
| Cass | 57 |
| Clay | 170 |
| Dunklin | 26 |
| Franklin | 134 |
| Henry | 44 |
| Jackson | 3,207 |
| Jasper | 51 |
| Jefferson | 112 |
| Lafayette | 101 |
| Lincoln | 51 |
| Livingston | 51 |
| Nodaway | 26 |
| Pettis | 42 |
| Pike | 33 |
| Ray | 48 |
| Saint Charles | 157 |
| Saint Genevieve | 38 |
| Saint Francois | 183 |
| Saint Louis | 4,129 |
| Saint Louis City | 7,166 |
| Saline | 42 |
| Warren | 35 |
| **NEBRASKA** | |
| Burt | 48 |
| Butler | 29 |
| Cass | 40 |
| Dodge | 124 |
| Dogulass | 2,981 |
| Lancaster | 422 |
| Otoe | 42 |
| Pierce | 29 |
| Platte | 48 |
| Sarpy | 59 |
| Saunders | 174 |
| Scotts Bluff | 62 |
| Washington | 77 |
| **NEW HAMPSHIRE** | |
| Belknap | 44 |
| Chesshire | 97 |
| Hillsborough | 584 |
| Merrimack | 31 |
| Rockingham | 220 |
| Strafford | 179 |
| **NEW JERSEY** | |
| Atlantic | 897 |
| Bergen | 3,338 |
| Burlington | 665 |
| Camden | 1,646 |
| Cape May | 110 |
| Cumberland | 630 |
| Essex | 7,152 |
| Gloucester | 368 |
| Hudson | 4,515 |
| Hunterdon | 328 |
| Mercer | 1,904 |
| Middlesex | 1,977 |
| Monmouth | 1,075 |
| Morris | 875 |
| Ocean | 439 |
| Passaic | 2,399 |
| Salem | 421 |
| Sumerset | 406 |
| Sussex | 174 |
| Union | 2,880 |
| Warren | 247 |
| **NEW MEXICO** | |
| Bernalillo | 276 |
| **NEW YORK** | |
| Albany | 1,657 |
| Bronx | 4,348 |
| Broome | 1,366 |
| Cattaraugus | 284 |
| Cayuga | 430 |
| Chautauqua | 778 |
| Chemung | 81 |
| Chenango | 106 |
| Columbia | 205 |
| Cortland | 223 |
| Delaware | 37 |
| Dutchess | 375 |
| Erie | 9,660 |
| Essex | 53 |
| Fulton | 407 |
| Genesee | 306 |
| Greene | 71 |
| Herkimer | 309 |
| Jefferson | 125 |
| Kings | 19,604 |
| Lewis | 71 |
| Livingston | 81 |
| Madison | 179 |
| Monroe | 6,712 |
| Montgomery | 344 |
| Nassau | 5,943 |
| New York | 28,844 |
| Niagara | 1,516 |
| Oneida | 1,604 |
| Onondaga | 4,204 |
| Ontario | 205 |
| Orange | 621 |
| Orleans | 163 |
| Oswego | 439 |
| Otsego | 42 |
| Putnam | 103 |
| Queens | 9,400 |
| Rensselaer | 749 |
| Richmond | 1,097 |
| Rockland | 465 |
| Saratoga | 238 |
| Schenectady | 1,146 |
| Schoharie | 176 |
| Seneca | 108 |
| Steuben | 38 |
| Suffolk | 1,315 |
| Sullivan | 73 |
| Tioga | 46 |
| Ulster | 124 |
| Warren | 233 |
| Washington | 203 |
| Wayne | 313 |
| Westchester | 4,174 |
| Wyoming | 218 |
| Yates | 97 |
| **NORTH CAROLINA** | |
| Alamance | 275 |
| Anson | 62 |
| Beaufort | 29 |
| Buncombe | 31 |
| Burke | 132 |
| Cabarrus | 189 |
| Caldwell | 86 |
| Caswell | 37 |
| Catawba | 229 |
| Chatham | 42 |
| Cleveland | 79 |
| Davidson | 209 |
| Durham | 183 |
| Edgecombe | 46 |
| Forsyth | 406 |
| Gaston | 269 |
| Guilford | 732 |
| Halifax | 64 |
| Henderson | 62 |
| Hertford | 25 |
| Iredell | 82 |
| Lincoln | 40 |
| Mecklenburg | 903 |
| Nash | 49 |
| Northampton | 44 |
| Pasquotank | 31 |
| Randolph | 101 |
| Richmond | 35 |
| Rockingham | 157 |
| Rowan | 242 |
| Rutherford | 60 |
| Stanley | 104 |
| Surry | 62 |
| Union | 92 |
| Wake | 29 |
| Wilkes | 150 |
| **OHIO** | |
| Adams | 40 |
| Allen | 128 |
| Ashland | 154 |
| Ashtabula | 434 |
| Athens | 29 |
| Auglaize | 143 |
| Belmont | 201 |
| Butler | 983 |
| Champaign | 132 |
| Clark | 860 |
| Clermont | 211 |
| Clinton | 102 |
| Columbiana | 406 |
| Crawford | 227 |
| Cuyahoga | 16,971 |
| Darke | 295 |
| Defiance | 97 |
| Delaware | 79 |
| Erie | 262 |
| Fairfield | 399 |
| Fayette | 101 |
| Franklin | 4,323 |
| Fulton | 137 |
| Gallia | 31 |
| Geauga | 99 |
| Greene | 231 |
| Guernsey | 26 |
| Hamilton | 7,511 |
| Hancock | 218 |
| Hardin | 59 |
| Harrison | 71 |
| Henry | 91 |
| Highland | 156 |
| Hocking | 69 |
| Huron | 181 |
| Jackson | 32 |
| Jefferson | 370 |
| Knox | 214 |
| Lake | 293 |
| Lawrence | 168 |
| Licking | 348 |
| Logan | 152 |
| Lorain | 817 |
| Lucas | 4,491 |
| Madison | 128 |
| Mahoning | 1,320 |
| Marion | 447 |
| Medina | 326 |
| Meigs | 232 |
| Mercer | 59 |
| Miami | 414 |
| Montgomery | 3,664 |
| Morrow | 79 |
| Muskingum | 260 |
| Ottawa | 216 |
| Paulding | 35 |
| Perry | 81 |
| Pickaway | 73 |
| Portage | 222 |
| Preble | 157 |
| Putnam | 82 |
| Richland | 225 |
| Ross | 222 |
| Sandusky | 295 |
| Scioto | 276 |
| Seneca | 282 |
| Shelby | 157 |
| Stark | 1,864 |
| Summit | 3,675 |
| Trumbull | 782 |
| Tuscarawas | 392 |
| Union | 81 |
| Warren | 185 |
| Wayne | 364 |
| Williams | 97 |
| Wood | 514 |
| Wyandot | 59 |
| **OKLAHOMA** | |
| Blaine | 55 |
| Caddo | 49 |
| Cleveland | 37 |
| Creek | 99 |
| Garfield | 102 |
| Garvin | 40 |
| Grady | 38 |
| Kingfisher | 37 |
| Lincoln | 35 |
| Logan | 49 |
| Muskogee | 121 |
| Noble | 26 |
| Oklahoma | 1,336 |
| Osage | 48 |
| Payne | 81 |
| Pottawatomie | 77 |
| Stephans | 29 |
| Tulsa | 1,258 |
| Washington | 48 |
| **PENNSYLVANIA** | |
| Adams | 223 |
| Allegheny | 10,764 |
| Armstrong | 311 |
| Beaver | 1,139 |
| Bedford | 141 |
| Berks | 1,807 |
| Blair | 478 |
| Bucks | 638 |
| Butler | 597 |
| Cambria | 1,228 |
| Carbon | 267 |
| Chester | 767 |
| Clarion | 196 |
| Clearfield | 115 |
| Crawford | 134 |
| Cumberland | 304 |
| Dauphin | 1,262 |
| Delaware | 2,258 |
| Erie | 1,386 |
| Fayette | 762 |

*(Continued on page 80)*


Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives


## AD EXAMINATION

### FTC Tabs 4,230 for Study

A TOTAL of 4,230 radio and periodical advertisements were set aside for further study during March by the Federal Trade Commission's Division of Investigation, a report indicated last week. The disposition of continuities did not break them down by media.

The commission also noted it will hold a trade practice conference at a future date to establish rules for the industry. New regulations would cover radio-TV sets, including combinations, and supplant rules set in 1939. Chairman James Mead will supervise proceedings, which were requested by Radio-Television Mfrs. Assn. and other groups.

## Red Cross Symbol

UNQUALIFIED use of the Red Cross name and symbol in broadcast and published advertisements for products of the Southern Spring Bed Co., Atlanta, is expressly prohibited in an order issued by the Federal Trade Commission. The firm, which manufactures bed springs and mattresses, was requested to add the disclaimer that the products have "no connection whatsoever with the American National Red Cross." All commissioners concurred on the order after reviewing a trial examiner's initial decision.


IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

again in 1951,
Printers' Ink delivers the
largest circulation among
the buyers of advertising

FIRST in total net paid circulation
FIRST in total manufacturer and
advertising agency circulation
FIRST in renewal percentage

SOURCE: A.B.C. Publishers' Statements, December 31, 1950

and delivers it at the lowest cost!

Printers' Ink | THE MAGAZINE OF MARKETING FOR ADVERTISERS AND FOR ADVERTISING TO ADVERTISERS since 1951

# air-casters

**ROGER V. WISE,** undergraduate Ohio State U., appointed promotion manager WRFD Worthington, Ohio. He was with WLOK Lima, Ohio; WLEE Sandusky, Ohio, and WFOB (FM) Fostoria, Ohio.

**NORMAN GITTLESON,** formerly with WFMY-TV Greensboro, to WJAR-TV Providence, as program director.

**RICHARD E. NASON** appointed operations manager WJIM-AM-TV Lansing.

**LEN SALVO Jr.,** sales representative WKRS Waukegan, Ill., to NBC-TV as coordinator for Chicago TV programs.

**LOW KAPLAN,** Donn Bennett Productions, Phila., to WFIL-TV Philadelphia as assistant director.

**RUTH ANN BALL,** music librarian KXLW Clayton, Mo., to continuity staff KWK St. Louis.

**KAY RUNYON,** former commentator on *Three Corner Club* on WOOD Grand Rapids, returns to station as assistant traffic manager. **GRETCHEN LEE,** home economist, to handle duties on *Three Corner Club.*

**JAY DURHAM** named to production staff KMTV (TV) Omaha. Was with WFPA Ft. Payne, Ala.

**DAVE HUBBARD,** announcer KFXM San Bernardino, Calif., to announcing staff WOAI-AM-TV San Antonio.

**JEAN SHEPHERD,** WSAI Cincinnati, to KYW Philadelphia as disc jockey.

**CARL YOKUM** to announcing staff KXOC Chico, Calif., replacing **GEORGE POSEY,** called to active duty with Air Force.

**HARRY BURGARD,** graduate Columbia Institute, Phila., to announcing staff WJMB Brookhaven, Miss.

**GENE RAGLE,** assistant general manager, program director and news chief WCLT-AM-FM Newark, Ohio, to WLWT (TV) Cincinnati as producer. Mr. Ragle also resigns as vice president of Ohio Assn. of Radio News Directors.

Mr. Ragle

**BOB COLE** starts weekly children's interview program, *Young America,* on KECA Los Angeles. Suburban Chevrolet, L. A., sponsors.

**JEANNE MILETTE** appointed TV traffic director WNBW (TV) Washington, replacing **PAT KOEPFLE,** resigned for Army Dept. assignment.

**HAZEL MARKEL,** program director WTOP Washington, has been signed by MBS to air coast-to-coast radio commentary. Mrs. Markel, who has been prominent in Washington broadcasting circles, will interview Washington notables and feature inside stories on happenings in city over full network on Sun. at 1 p.m., starting May 20.

**HAROLD HAINES,** publicity director WCKY Cincinnati, called to active duty with Army. **WILLIAM J. REILLY** replaces him. **JACK SCHROEDER,** writer WCKY, called to active duty with Army. **DeLOSS JORDAN,** new to radio, replaces Mr. Schroeder.

**JACK BEAN,** new to radio, to editing department CBS Hollywood. **NATALIE BEST,** United Press writer, named production assistant for network.

**OLIVER T. DRESBACH,** office manager WPAY Portsmouth, Ohio, elected president of local Rotary Club.

**MARVIN BECK,** producer ABC Hollywood, assigned to *Welcome to Hollywood,* replacing **RALPH HUNTER,** resigned to freelance as writer.

**DONALD (Dusty) McLEAN,** music director KFYR Bismarck, N. D., will report to Great Lakes, Ill., May 16 for active duty with Navy.

**CHRISTY WALSH Jr.,** press department NBC Hollywood, and Peggy Cobb, announce their engagement.

**CARL WARREN,** announcer WOR New York, promoted to commander in U.S. Naval Reserve, with Electronics Battalion 3-18, Naval Shipyard, Brooklyn.

**DON HITTON** and **ANNETTE SPENCER** to announcing staff CJRW Summerside, P.E.I.

**RICHARD BENNETT,** continuity editor NBC Hollywood, and **CHARLEEN HAWKES,** radio and TV singer NBC, married in L. A. April 21.

**ALINE DALEY,** sales department KWK St. Louis, named secretary to **V. E. CARMICHAEL,** vice president and commercial manager KWK. She replaces **DORIS BRESNAHAN,** resigned.

**GLORIA WOOD,** singer on CBS *Bing Crosby Show,* and Edward M. Birdman married April 11.

**CHARLIE JOHNSON,** WDTV (TV) Pittsburgh, father of boy.

**FRED BENNETT,** announcer, to staff of WPTZ Philadelphia.

**JOHN MARTIN,** WLIZ Bridgeport, Conn., to WXYZ Detroit, as announcer.

**IVAN JONES,** staff announcer and personality KEX Portland, recovering from injuries suffered when he was struck by hit and run driver.

**ALAN YOUNG,** comedy star CBS-TV, chosen "Favorite TV Comedian" in fourth annual poll conducted by *Radio Television Mirror.*

**FRANK BLAIR,** morning man WOL Washington, father of boy, Paul, born April 22.

**MARTHA ROUNTREE,** producer of *Meet the Press* and *Leave It to the Girls,* honored as "outstanding woman of the year in television" by New York Alumni Chapter of Pheta Sigma Phi, national journalistic sorority for women, at chapter's dinner in New York last Thursday.

**FRAN ALLISON,** of *Kukla, Fran and Ollie* and *The Breakfast Club,* was first woman quizmaster on *Quiz Kids.* She substituted for Joe Kelly April 27.

**WILLIAM LEYDEN,** disc jockey KFWB Hollywood, father of boy.

**ROGER BASS,** pianist WTVJ (TV) Miami, and **Orca Seeley,** married.

**RAY HUBBARD,** teacher of art and scenic design at Standford U., Palo Alto, to KPIX (TV) San Francisco as art director.

**BOB JONES,** announcer-disc jockey WEAM Arlington, Va., to announcing staff WKRC Cincinnati.

## News . . .

**BOB CASEY** to WDGY Minneapolis as sports editor. He is also public relations man for Minneapolis Lakers, professional basketball squad.

**BILL GARDNER,** program director WGAI Elizabeth City, N. C., to WWPA Williamsport, Pa., as sports director and staff announcer.

**GEORGE FLAX** appointed assistant to **JIM GIBBONS,** sports director and morning man WMAL-AM-FM-TV Washington.

**ART STERN,** Temple U. radio graduate, to newsroom WCAU Philadelphia.

**DON HINKLEY,** KECC Pittsburg, aClif., to KCBS San Francisco news staff.

**JOSEPH DEMBO,** staff announcer WCTC New Brunswick, N. J., appointed news chief.

**ALAN GANS,** sportscaster KYW Philadelphia, has written feature article entitled "The Man Who Follows Mack," appearing in baseball issue of *Sports Review.*

**ERIC SEVAREID,** CBS news commentator, will lead discussion on international problems at 34th annual meeting of American Council on Education in Washington, May 4-5.

**CARROLL HANSEN,** sports director KCBS San Francisco, received American Telephone & Telegraph Co.'s Telco Athletic Assn. award as "All American Broadcaster," for announcing Fresno Bowling tournament.

**ALLAN LAND,** news editor WHIZ Zanesville, Ohio, father of boy.

**KEN BARTON,** newscaster KMPC Los Angeles, resigns to devote more time as advertising director for Thyavals & Orvita (vitamin products). **ED REIMERS,** radio-TV personality, replaces Mr. Barton.

**CHRIS CONDON,** WBMD Baltimore, to morning news staff WTAG Worcester.

**ROBERT MILLER,** farm director WRFD Worthington, Ohio, selected as outstanding farm radio director for 1950 by Ohio Farmers Home Administration.

**GEORGE FABER,** night newsroom supervisor and writer WBBM Chicago, father of boy, born April 16.

**CEDRIC FOSTER,** MBS commentator, will inaugurate three-week series of Near East and Mediterranean shortwave broadcasts with report May 7, 1-1:15 p.m., from Tel-Aviv, Israel.

**JIM RUBENSTONE,** special events director WFIL Philadelphia, father of girl, Cathy. Mrs. Rubenstone is former **HELEN CHAIKA,** who was member of WFIL promotion department.

**LOUIS L. KAUFMAN,** news commentator WCAE Pittsburgh, named city's most popular news commentator in poll conducted by *Guide Post.*

**BILL NIETFELD,** news director KCBS San Francisco, father of boy, Bill Parke.

**JULES RIND,** sports director WPEN Philadelphia, father of girl.

**HENRY A. WEAVER Jr.,** newscaster ABC Hollywood, and Marisha Brukowicz married in L. A. April 21.


KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.
Austin A. Harrison, Pres.



KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

| DAYTIME | |
|---|---|
| KGW | 350,030 |
| Station B | 337,330 |
| Station C | 295,470 |
| Station D | 192,630 |

| NIGHTTIME | |
|---|---|
| KGW | 367,370 |
| Station B | 350,820 |
| Station C | 307,970 |
| Station D | 205,440 |

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

# GET NEW BUSINESS

# KNOW YOUR CONTACTS

## Use the 1951 "RED BOOK"

***Always the Standard Source of Advertising and Sales Facts***

*The Register Contains*

- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executives
- Advertising Media Used
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The Standard Advertising Register gives *the most complete information ever compiled* about the Companies who spend 95¢ out of every national advertising dollar. That's the reason you need the new 1951 Standard Advertising Register if you're concerned with formulating advertising and sales policies.

The "Red Book" is the key to new business — gives you a real appreciation of what your prospects are doing. Think of it — in one book listed and cross-indexed for ready reference — 13,000 Companies with their 50,000 Executives listed by title, the Advertising Agency handling the account, all subdivided into 47 classifications, 12,500 Brand Names.

And best of all — the new 1951 Standard Advertising Register is bigger — better — more factual than ever before. So don't delay — *order your copy today*. Just drop us a line on your Company's letterhead and we'll do the rest.

***The Agency List***

**Standard source of information about 3,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year—the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.**

***Free***

**Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.**

**NATIONAL REGISTER PUBLISHING CO., INC.**

**130 WEST 42nd STREET NEW YORK 18, N. Y.**

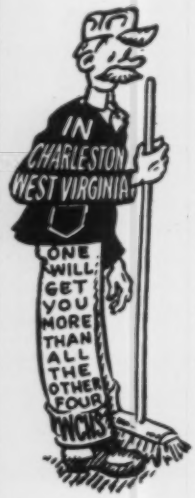
**333 N. MICHIGAN AVENUE CHICAGO 1, ILL.**

Mr. Jack Bradfute
W. Earl Bothwell Agency
New York City

Dear Jack:

I shore thinks Wizard Wick and Aerowax is gonna be pleased with th' cards WCHS wuz asendin' out fer Helen Trent a cupla weeks ago. Yessir, Jack, West Virginy's Number One Station has really told th' merchant's 'round Charleston all 'bout Helen Trent Week and how it helped them sell th' sponsor's products. Incident'ly, when Helen Trent is on th' air, WCHS has 48% uv th' lisseners in Charleston, an' they's five radio stations in town! An' thet don't include th' big, bonus, outside area served 'most 'sclusively by WCHS! Keep thet in mind, Jack!

Yrs,
Alay




WCHS
Charleston, W. Va.

WMRY REACHES NEW ORLEANS' GREAT NEGRO MARKET

With specialized programming* to more than ½ million Colored people throughout Southern Louisiana, Mississippi, Alabama and Northwest Florida, WMRY is effectively directing the buying habits of this vast, faithful audience.

*100% Negro Programming Personnel

600KC "THE SEPIA STATION"
WMRY
NEW ORLEANS, LA.
JOHN E. PEARSON CO
Nat'l. Representative

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET


## Strictly Business

(Continued from page 8)

tains a substantial radio allotment.

Born George Harold Lindley (the George, he says, is silent) in Omaha, 1900, Mr. Lindley graduated from Omaha Central High School in 1918. He received his first advertising experience that summer working in the classified advertising department of the *Omaha Bee*. In the fall he entered the U. of Nebraska, studying business administration. His education was temporarily interrupted to attend to the business of war (World War I) when he was sent to Officer's Training School, Field Artillery Branch.

Before he could receive his first salute, however, the war was over, and he returned to complete his course at the university. His education proved to have a lasting effect in more than one way. In addition to collecting his B.A. in 1923, he also collected classmate Gertrude Patterson who became Mrs. Lindley in 1925.

Following graduation Mr. Lindley decided to try the advertising agency field and joined Buchanan-Thomas Adv. Co. as its first employe. Twenty years later he decided he had had enough of advertising for a while and took a year off from it. During his time with Buchanan he handled other accounts. In addition to Butter Nut, he was space and timebuyer, and in general took care of most everything else that required attention.

After one year's rest from advertising he was back again, this time with Beaumont & Hohman, San Francisco, as account executive. In 1945, a year later, he accepted the invitation of Headley-Reed Co. to open its Los Angeles office.

Representing both radio and television Mr. Lindley is a member of the "there's room for both" school. Neither medium, he maintains, presents a threat to the other. The advent of television he feels, has brought and will bring further readjustment of advertising budgets, with television being added to a regular schedule rather than replacing radio.

He is a member of the Los Angeles and Hollywood Advertising Clubs. In his spare time he works on his orchard and gardens at the Lindley's San Fernando Valley home. So far he reports only "meager crops" from his worthy toil, but he is a patient man.

The Lindleys have a son, Jack 21, now a senior in electrical engineering at the U. of California, Berkeley.

## KIKI DEBUT

### New Independent Opens

DEBUT of KIKI Honolulu earlier this month had an international flavor. The station bowed onto the air with a six-hour constant microphone parade of more than 300 radio and movie stars, and political, military and business leaders.

Mr. Howard

With the specially produced program, the new Hawaiian independent outlet began broadcasts on 860 kc with 250 w unlimited.

Altogether, 74 radio stations and organizations brought talent to Hawaii from Hollywood, New York, Vancouver and as far away as the BBC in London.

The entire show, which honored KIKI and its president, Royal V. Howard, former director of engineering for NAB, was under the direction of Clair Weidenaar, KIKI program director, and a former ABC writer-producer.

Addresses were limited to a minute in keeping with KIKI's commercial policy of limiting commercials to that length. The policy upholds the KIKI slogan, "The No Yakity Yak Station."

Among those who participated in the dedicatory program were Secretary of the Interior Oscar Chapman, Admiral Arthur W. Radford, USN, commander-in-chief of the U. S. Pacific Fleet, and Governor-designate of Hawaii, Oren E. Long.

## BBC's Budget Reduced

BBC's foreign program output will not be substantially reduced next year despite a cut in the radio budget, the British Parliament has been assured by Foreign Secretary Herbert Morrison. The corporation's proposed budget was reduced roughly from $14,924,000 to $13,020,000, inviting reports some programs would be dropped.

## Set Shipments

(Continued from page 76)

| State and County | Sets Sold in January |
|---|---|
| Franklin | 194 |
| Greene | 84 |
| Indiana | 353 |
| Jefferson | 103 |
| Lackawanna | 395 |
| Lancaster | 1,554 |
| Lawrence | 516 |
| Lebanon | 569 |
| Lehigh | 1,185 |
| Luzerne | 564 |
| Mercer | 456 |
| Monroe | 505 |
| Montgomery | 2,593 |
| Northumpton | 1,232 |
| Perry | 231 |
| Philadelphia | 22,217 |
| Schuylkill | 844 |
| Somerset | 361 |
| Susquehanna | 90 |
| Venango | 145 |
| Washington | 1,186 |
| Westmoreland | 2,283 |
| York | 1,752 |
| **RHODE ISLAND** | |
| Bristol | 79 |
| Kent | 207 |
| Newport | 150 |
| Providence | 5,178 |
| Washington | 71 |
| **SOUTH CAROLINA** | |
| Anderson | 49 |
| Cherokee | 77 |
| Chester | 40 |
| Chesterfield | 39 |
| Greenville | 205 |
| Greenwood | 28 |
| Laurens | 31 |
| Pickens | 33 |
| Richland | 152 |
| Spartanburg | 249 |
| Union | 35 |
| York | 166 |
| **TENNESSEE** | |
| Davidson | 580 |
| Dickson | 33 |
| Dyer | 48 |
| Gibson | 44 |
| Hamilton | 126 |
| Haywood | 33 |
| Lauderdale | 29 |
| Madison | 86 |
| Maury | 48 |
| Montgomery | 55 |
| Rutherford | 62 |
| Shelby | 2,493 |
| Tipton | 27 |
| **TEXAS** | |
| Atascosa | 51 |
| Bexar | 1,038 |
| Brazoria | 73 |
| Burnet | 90 |
| Collin | 58 |
| Colorado | 26 |
| Cooke | 60 |
| Dallas | 3,222 |
| Denton | 48 |
| Ellis | 117 |
| Erath | 29 |
| Fort Bend | 77 |
| Galveston | 327 |
| Guadalupe | 46 |
| Harris | 3,622 |
| Hill | 42 |
| Hunt | 61 |
| Jefferson | 163 |
| Johnson | 150 |
| Kaufman | 53 |
| Liberty | 86 |
| Navarro | 27 |
| Palo Pinto | 29 |
| Parker | 33 |
| Tarrant | 1,747 |
| Travis | 31 |
| Walker | 29 |
| Wharton | 29 |
| **UTAH** | |
| Davis | 37 |
| Salt Lake | 2,127 |
| Tocele | 46 |
| Utah | 150 |
| Weber | 48 |
| **VERMONT** | |
| Addison | 57 |
| Rutland | 145 |
| **VIRGINIA** | |
| Arlington | 580 |
| Augusta | 39 |
| Chesterfield | 42 |
| Clarke | 46 |
| Dinwiddie | 205 |
| Elizabeth City | 126 |
| Fairfax | 53 |
| Fluvanna | 35 |
| Franklin | 92 |
| Henrico | 1,185 |
| Henry | 88 |
| Isle of Wight | 28 |
| Loudoun | 49 |
| Mathews | 26 |
| Nansemond | 128 |
| Norfolk | 1,639 |
| Northampton | 49 |
| Nottoway | 29 |
| Pittsylvania | 156 |
| Prince George | 90 |
| Princess Anne | 38 |
| Prince William | 37 |
| Richmond | 66 |
| Southampton | 29 |
| Spotsylvania | 101 |
| Warren | 31 |
| Warwick | 628 |
| **WASHINGTON** | |
| Clallam | 28 |
| King | 3,070 |
| Kitsap | 205 |
| Pierce | 749 |
| Snohomish | 209 |
| Thurston | 75 |
| **WEST VIRGINIA** | |
| Berkeley | 29 |
| Brooke | 26 |
| Cabell | 557 |
| Hancock | 147 |
| Jefferson | 26 |
| Kanawha | 304 |
| Lincoln | 29 |
| Marion | 27 |
| Mason | 42 |
| Monongalie | 64 |
| Ohio | 178 |
| Wayne | 31 |
| **WISCONSIN** | |
| Barron | 29 |
| Brown | 33 |
| Columbia | 40 |
| Dane | 38 |
| Dodge | 134 |
| Dun | 27 |
| Eau Claire | 35 |
| Fond du Lac | 117 |
| Jefferson | 141 |
| Kenosha | 612 |
| Manitowoc | 82 |
| Milwaukee | 4,649 |
| Outagamie | 40 |
| Ozaukee | 172 |
| Pierce | 110 |
| Polk | 121 |
| Racine | 624 |
| Rock | 58 |
| Saint Croix | 108 |
| Sheboygan | 458 |
| Walworth | 82 |
| Washington | 172 |
| Waukesha | 350 |
| Winnebago | 35 |
| **WYOMING** | |
| Sweetwater | 38 |
| TOTAL | 593,243 |
| Unlisted Areas | 7,360 |
| TOTAL | 600,603 |


KUOA
SILOAM SPRINGS, ARK.

ONE OF THIS WEEK'S ADVERTISERS

5000 WATTS
M.B.S. AFFILIATE
Serving 4-State Area
Mo. Ark. Kan. Okla.

Associated With KGER
Long Beach, Calif.

# RADIO'S 'ADVANTAGES' IN DAKOTA

## WNAX's Tincher Answers Kremer's Questions

RADIO stations have "an overwhelming story on the advantages of radio over competing media" and should promote these advantages, according to Robert R. Tincher, vice president and general manager of WNAX Yankton, S. D., in submitting answers to a series of questions posed by Ray H. Kremer, radio director of Lambert & Feasley, New York [BROADCASTING • TELECASTING, Feb. 12].

While Mr. Kremer's questions are designed to provide a formula by which stations can put up a defense against television in their listening area, Mr. Tincher shows how the formula can be used to bring out radio's competitive advantages over non-electronic media.

In submitting his formula Mr. Kremer had noted that "any station that can answer the questions to the satisfaction of clients' agencies should not only keep present sponsors happy but attract a lot of new ones."

### Outlines Response

The response to the Kremer formula, from the standpoint of a station in an area entirely lacking TV service, takes up the questions one by one and provides categorical answers.

First, WNAX lists the radio homes it reaches, as measured by BMB Study No. 2. Comparing its circulation with leading newspapers, it lists seven newspapers with their circulation. Cost-per-thousand figures are shown in which the station using its Class D half-hour one-time rate as a base, shows a figure of 20.7 cents compared to $7.31 for a newspaper.

The number of families reached by the station is claimed to be more than twice the total number reached by the seven newspapers. Its cost-per-thousand rate of 20.7 cents is compared with an aggregate of $10.30 for the seven newspapers.

Following the Kremer formula question by question, circulation figures are compared with leading farm publications in the area; with *Life* magazine; with combined *Life*, *Look*, *Colliers* and *Post* circulation; with combined *McCalls*, *Good Housekeeping*, *Ladies Home Journal* and *Woman's Home Companion* circulation.

Questions covering number of stations competing for the audience and share of audience are answered by means of statistical material based on the 1950 Listener Diary Study.

Six questions covering television's impact, which of course is non-existant in the area, are answered with the statement that "In Big Aggie Land, TV means 'taint visible.' In Big Aggie Land, radio is basic. . . ."

# NABET-NBC PACT

## S. F. Dispute Settled

THREE-WEEK dispute between NABET engineers and KNBC San Francisco management was settled last week with compromise by both sides. The settlement, which included all major points in the dispute, was reached by NBC Vice President James Gaines and NABET negotiators headed by Cliff Rothery, chairman of the San Francisco chapter of NABET.

Dispute revolved around program curtailments ordered by KNBC General Manager Lloyd Yoder. Five local programs were abolished by Mr. Yoder and further plans called for cutting the station's FM operation to six-hours daily and abandoning the sound effects and recording department. Mr. Yoder said the curtailment was necessary because the affected programs and departments were losing money for the station.

### NABET Protest

NABET protested loss of the local shows, claimed the affected departments were not losing money and charged Mr. Yoder was instituting a speedup in the engineering department. Three engineers resigned and were not replaced. Mr. Yoder accused the engineers of featherbedding and said there was no need to replace the three resigned engineers.

After settlement of the dispute, which was accepted by the NABET membership April 20 and announced last week, Mr. Yoder refused to discuss details of the compromise.

Dick Parks, NABET spokesman and negotiator, said the settlement covered these points:

**Sound effects and recording department will remain in operation as is, with no cut in staff or duties.**

**There will be no further cuts in studio staff or duties.**

**The five abandoned local programs will not be replaced, nor will the three resigned engineers.**

**The FM operation will be discussed further. No change will be made in operation until final settlement of the issue.**


WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
3R's=1st
The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.
Represented by Raymer



RCA TUBES
The standard of comparison

Trouble-free service☆
☆ RCA Tube Distributors are geared to give you on-the-spot service on all your broadcast tube requirements. It will pay you to call on their experience. There's one close by—anxious to serve you.
☆ RCA mercury-vapor rectifiers are the best that money can buy. You can place your confidence in them because of their freedom from arc-back, and their long, trouble-free operation in continuous-duty service.
RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

# programs promotion premiums

### WEEK-END TRIPS

WOW Omaha, *WOW Wonderful Week-ends*, starts May 15, new program and promotion project sponsored by Greyhound Bus Lines, Chicago. Every other week station will promote week-end bus tour. One station personality will be "Host" on each tour. Greyhound spends $300 per tour in spots over station. Listeners can take tours for $20.00 to such places as the Tulip Festival in Pella, Iowa, Kansas City, Excelsior Springs, Mo., and several other trips. The series is projected for 13 times, to end with week long tour in Colorado.

### 'A HEEL' PROMOTION

WCSC Charleston has distributed rubber Cat's Paw Heels to local shoe repair shops promoting National Shoe Repair Month in cooperation with Cat's Paw Rubber Co. which purchased spot campaign schedule with station for purpose of promoting shoe repair month. Station used novel idea of attaching copy to rubber heel and having staff member deliver them to cobblers. Copy requests dealer to display product so customers ". . . can see and ask for them!" It also asks dealer to inform people about National Shoe Repair Month.

### ATOMIC BOOKLET

CBS has prepared booklet entitled *Homemaker's Manual of Atomic Attack* written by Margaret Arlen, CBS-AM-TV star. Information was compiled by Miss Arlen for her recent series *Self Preservation* on WCBS-TV New York. State and municipal Civil Defense officials have praised Miss Arlen for the public interest series. Booklet gives full information on steps to take in case of atomic attack. It covers all phases including provisions for food and water, first aid kits, pets and many other regulations that should be followed.

**A PAIR of extra hands were just what Lee Morris needed to help choose a winner in the WSB Atlanta cookie contest. Mr. Morris, m.c. on the early morning *Dixie Farm and Home Hour*, invited southern belles to send in six samples of their favorite cookies for three big prizes offered by the station. WSB reports it received over 300 entries, some from as far away as Indiana and Oklahoma. Judging the entries are (l to r) Mr. Morris; Kathryn Lanier, home economist, Georgia Agricultural Extension Service; Dr. Maude Pye Hood, professor of home economics, U. of Georgia, and Susan Mathews, nutritionist, Agricultural Extension.**

### BASEBALL COVERAGE

WBAP-AM-TV Fort Worth distributing brochure on *Baseball Broadcasting* by station dating back to 1922 season. Edited by Bud Sherman, the "preliminary report" traces coverage of both AM and TV stations up to present season, including editorial comment on play-by-play coverage. Brochure gives color and lineups for different seasons, and notes that WBAP-TV is again covering games of Fort Worth Cats in Texas League. Report will be expanded as information develops.

### NEW APS MEETING

ASSOCIATED Program Service's "Transcribed Sales Meeting No. 3," dealing with "the department store and radio advertising," is currently being circulated to APS members. The 30-minute disc presents Maurice B. Mitchell, APS vice president and general manager, and Howard P. Abrahams, manager of sales promotion division and visual merchandising group of National Retail Dry Goods Assn., with pointers on selling radio to local department stores.

### WBUD GIFT

WBUD Trenton, N. J., sent gift of baseball equipment to boys of Union Industrial Home in Trenton as part of its program to promote its daily coverage of Philadelphia Phillies and Athletics games. Bus Saidt, WBUD sports director, presented the gift and gave lessons on handling equipment. Other promotion includes bus posters, ads and articles in local papers, magazines and reminders on theatre programs.

### INSIDE DOPE

WDTV (TV) Pittsburgh's Burt Harris got tired of just writing, directing and producing *Studio Control*, Mon.-Fri., 12:10-1 p.m. He demanded an interview on his own show from Bill Brant, the star. He got it and proceeded to give the TV audience inside dope on how director runs show from behind the scenes. Mr. Brant said, "I'm beginning to feel like Jimmy Durante—everybody wants to get into the act!"

### BOWLING AWARDS

WNAX Yankton-Sioux City sponsored five-state bowling tournament in which winners were crowned April 15. District champions were selected by eight elimination tourneys in Minnesota, North and South Dakota, Nebraska and Iowa. Awards totaled over $17,000 in cash and $2,500 in merchandise, plus 36 trophies. Over 6,500 bowlers competed in district tournaments. WNAX claims competition is second in size only to the American Bowling Congress and largest sports promotion ever conducted by American radio station.

### CONSECRATION CEREMONY

RCA VICTOR used closed circuit in televising the consecration of new bishop at Sacred Heart Cathedral in Raleigh, N. C. TV receivers were installed in assembly hall and classrooms of nearby parish school. Cameras were placed on platform in front of church and outside church to follow procession. Camera that followed procession was later set up on the balcony in the rear of the cathedral. About 2,500 feet of coaxial cable was required to connect camera, control room and receivers. The TV crew included five engineers, two cameramen and a director. NBC used a film crew to cover the ceremony.

### DISC PROMOTION

WATS Sayre, Pa., using old discarded records as inexpensive promotion of local quiz show. The transcriptions carry the name of show *Watta-Ya-Know*, with station call letters in center and time and frequency on separate sides at bottom. The novel promotions are located in places such as restaurants, hardware stores and others.

### PLENTY OF LETTERS

WCOP-AM-FM Boston sent approximately 700 individual letters to leading national and local advertisers announcing its new independent operation. The two page letter signed by Craig Lawrence, general manager of WCOP, gives new program policy that will be followed by WCOP along with the new commercial policy.

### SOUTHERN TOUR

WDAY Fargo, N. D., reports the first WDAY-Mike Notes Winter Vacation Tour was huge success. The 14-day tour in which 35 persons participated visited many towns including Chicago, New Orleans, Biloxi, Houston, Dallas, Galveston and Kansas City. Ken Kennedy, WDAY program director, acted as tour conductor.

### GOOD ADVERTISING

WJMO Cleveland, *Breakfast in Bedlam*, sponsored by the Sunset Bottling Co., using three-foot square signs mounted on sides of its trucks in the city to promote show.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.


LANG-WORTH
FEATURE PROGRAMS
SELL
SOFT DRINKS!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
*Network Caliber Programs at Local Station Cost*



immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

*experienced sales personnel will sell community programs throughout your coverage area*

HOWARD J. McCOLLISTER Company
MEMBER N. A. B.
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

# NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK MARCH 18-24, 1951

| Current Rank | Programs | Current Ratings Homes % |
|---|---|---|
| EVENING, ONCE-A-WEEK (Average For All Programs) | | (7.7) |
| 1 | Lux Radio Theatre (CBS) | 19.1 |
| 2 | Charlie McCarthy Show (CBS) | 15.7 |
| 3 | Godfrey' Talent Scouts (CBS) | 15.3 |
| 4 | Jack Benny Show (CBS) | 15.2 |
| 5 | Amos 'n' Andy (CBS) | 14.6 |
| 6 | Walter Winchell (ABC) | 14.3 |
| 7 | My Friend Irma (CBS) | 13.7 |
| 8 | Red Skelton (CBS) | 13.5 |
| 9 | Mr. District Attorney (NBC) | 11.9 |
| 10 | Hollywood Star Playhouse (CBS) | 11.4 |
| EVENING, MULTI-WEEKLY (Average For All Programs) | | (5.1) |
| 1 | Beulah (CBS) | 10.6 |
| 2 | Lone Ranger (ABC) | 9.0 |
| 3 | Jack Smith Show (CBS) | 8.2 |
| WEEKDAY (Average For All Programs) | | (5.7) |
| 1 | Our Gal, Sunday (CBS) | 10.1 |
| 2 | Romance of Helen Trent (CBS) | 9.9 |
| 3 | Ma Perkins (CBS) | 9.4 |
| 4 | Arthur Godfrey (Liggett & Myers) (CBS) | 9.3 |
| 5 | Big Sister (CBS) | 9.1 |
| 6 | Wendy Warren and the News (CBS) | 9.1 |
| 7 | Guiding Light (CBS) | 8.6 |
| 8 | Rosemary (CBS) | 8.5 |
| 9 | Pepper Young's Family (NBC) | 8.4 |
| 10 | Arthur Godfrey (Nabisco) (CBS) | 8.2 |
| DAY, SUNDAY (Average For All Programs) | | (3.1) |
| 1 | True Detective Mysteries (MBS) | 8.5 |
| 2 | The Shadow (MBS) | 8.2 |
| 3 | Martin Kane, Private Eye (MBS) | 6.5 |
| DAY, SATURDAY (Average For All Programs) | | (4.5) |
| 1 | Grand Central Station (CBS) | 8.8 |
| 2 | Armstrong Theatre (CBS) | 8.5 |
| 3 | Stars Over Hollywood (CBS) | 8.0 |

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except homes listening only 1 to 5 minutes.
Copyright 1951 by A. C. NIELSEN CO.

## Feature of Week

*(Continued from page 8)*

family-type announcers.

WMAM, Mr. Mackin concluded, could give us these things *plus* substantial help in compiling the daily social events.

We liked the idea and tried it out on an experimental basis (subject to cancellation at the end of 13 weeks). Our company advertised the new radio program in the local papers. WMAM gave it a strong advance buildup over the air. Together we listed all the organizations in our community (more than 200) to whom we offered our *free* service.

The response has been excellent. More than 100 announcements are given each week—in only 30 minutes air time. Dozens of religious, civic, fraternal and women's groups have written in to thank us and WMAM for our unusual program. We picked up the option.

Our conclusion after four months of sponsorship is that the program has definitely obtained good will for our company—valuable good will of our friends and neighbors in our local community.

What about radio station WMAM? It's sold on the program also, for two reasons. One, it has a regular sponsor, for five minutes of prime broadcasting time. Two, it has developed a logical and entertaining outlet for the many announcements that once crowded regular news programs. This leaves more time for national, state and local news.

Both our management and WMAM agree that this type of program is an excellent way for an industrial corporation to participate in community life—to be a good neighbor.

For any medium-sized or small town radio station, this program is a "natural."

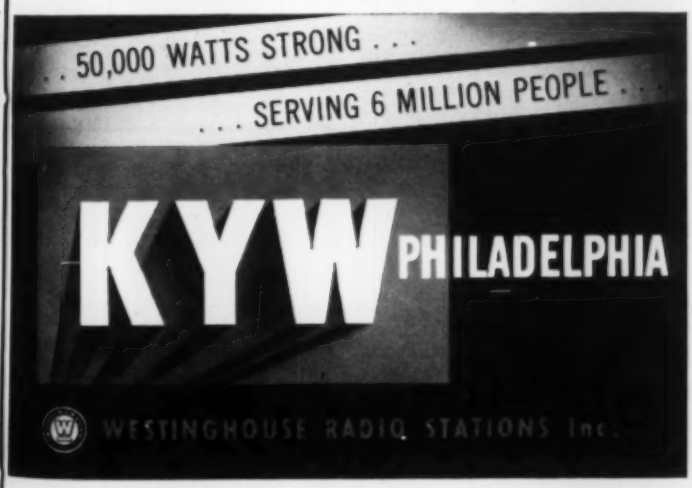
## *FREE SPOTS*

### *Insurance Board Offers*

RADIO STATIONS desiring 20-second and 50-second spot announcements, prepared and offered free upon request by the National Board of Fire Underwriters, for selling time to insurance agents and brokers locally, may secure them from that organization at 85 John St., New York 38, it was announced last week.

The spot announcements stress under-insurance of property, which is one of the current themes of the capital stock fire insurance companies supporting the board, a non-profit, educational and engineering organization, George G. Traver, its public relations manager, said in making the offer.

"Based on the amount of time purchased by insurance agents in the past," Mr. Traver continued, "the insurance fraternity seems to be responsive to this medium."



# SEATTLE AWARDS

### KOMO, Pacific Top Winners

THIRTEEN radio advertising and public relations campaigns received awards in the fourth annual competition sponsored by the Advertising and Sales Club of Seattle. Receiving the largest number of citations were KOMO Seattle and Pacific National Advertising Agency.

Awards were presented for excellence in six categories of radio coverage, including programs and announcements, live and transcribed. The winners were as follows:

For "best live announcement copy broadcast and designed to sell merchandise and/or service"—First place, Fisher Flouring Mills, and its agency, Pacific National. Honorable mention, Sears Roebuck & Co., and KOMO.

For "best transcribed announcements designed to sell merchandise and/or service"—Ivers Acres of Clams, and Pacific National. Honorable mention, Washington State Dairy Commission, and Western Agency.

For "best program designed to sell merchandise or service"—Daytime, first place, *Tisket A Tasket* (Tradewell Stores, and Strang & Prosser). Nighttime, first place, *Scandia Barn Dance* (Taskett Agency and KOMO). Honorable mention, *Can This Be You* (Preferred Casualty Insurance and KVI), and *Rod & Reel* (Les Davis Fishing & Tackle Company and KIRO).

For "best live announcement copy promoting public relations and/or community service campaigns"—Salvation Army Christmas Toy Campaign and KOMO.

For "best program or programs promoting public relations"—First place, *Voices of the Northwest* (Seattle-First National Bank and Pacific National Advertising Agency). Honorable mention, *Quizdown (Seattle Post-Intelligencer* and KOMO).

For "best program or programs promoting community service campaigns"—First place, *Start the Music*, 24-hour marathon promotion for Seattle Symphony (KRSC, and Hal Davis & Norm Bobrow). Honorable mention, March of Dimes campaign (Carroll Foster, KIRO; Charles Herring, KJR; George Dean, KOMO).

THREE-WEEK contest among 1,500 of nation's radio disc jockeys to select musical numbers for Universal-International's "Meet Danny Wilson," scheduled to go into production June 11. Disc jockey participants will be asked to send title of their favorite Columbia Sinatra record plus an estimate of number of votes it will receive from other participants. Prize of $500 is offered, with May 26 final date for entries.


Mr. Station Manager—
We Can Give You
*$125 - $450 Additional Weekly Billing—*
**Yet you don't Lift a Finger or invest a Cent!**

You owe it to yourself to get the details of the "HOLD THE PHONE" sales promotion plan, the jackpot show which is breaking all records in audience, in revenue, and in sponsor satisfaction, all over the East. Now on the air in 60 markets of every size and description. All you do is supply the time (½ hour strip daily). We do the rest.

**• We Supply the Prizes!**
Real jackpot prizes, not junk, are part of the secret of the success of "HOLD THE PHONE." We supply everything—daily jackpot prizes, consolation prizes, everything that's needed to build audience.

**• We Supply the Show!**
We furnish stations with a complete operating manual, sample scripts, transcriptions of "Melody X." Everything you need to air the best jackpot quiz show in your market.

**• We Supply the Promos!**
Top notch visual materials, window streamers, posters, registration blanks, all these are part of our "HOLD THE PHONE" service. All advertising is imprinted with your call letters and frequency.

**• We Supply the Sponsors!**
Sale of sponsorship in each market is handled by our own especially trained men who call on only the accounts YOU CAN'T SELL! Regular station accounts or "hot" prospects are not contacted. Then, once the show is fully sold under six months' contract we turn these accounts over to your salesmen to service and renew. No staff problem here.

Write, Wire or Phone
for full details
of the
"HOLD THE PHONE"
PLAN

J. W. MILLER CO.
SOUND SALES PROMOTION
*Since 1938*
76 Broad St. Guilford, Conn.
Phone: Guilford 920

# allied arts

ASSOCIATED PROGRAM SERVICE has released to its subscriber stations new program called *Recipe for Happiness*, quarter hour, five times weekly. Show will feature stories of interest to women and will include how-to-do-it hints, as well as cooking and housekeeping's newest methods. Special theme, titled "Recipe for Happiness," has been especially recorded for the show. It was written by **ANDY WISWELL**, vice president and recording director, and **LES BIEBL**, program director of APS.

Dr. Kelly

**DR. MERVIN J. KELLY**, executive vice president Bell Telephone Laboratories, elected president succeeding **DR. OLIVER E. BUCKLEY**, chairman of newly-organized Science Advisory Committee of Office of Defense Mobilization. Bell Telephone Labs is subsidiary of American Telephone & Telegraph Co.

**EDWARD A. DAVIES** appointed district sales manager of middle Atlantic area for Princeton Film Center, Princeton, N. J. He was vice president and general sales director Pennsylvania Broadcasting Co. (WIP Philadelphia).

**THOMAS J. McNEIL**, Baldwin & Mermey, N. Y. public relations counsel, appointed assistant public affairs officer in U. S. Information Service of Dept. of State and assigned to service in Philippine Islands for two years.

**STEPHEN L. WELLS PRODUCTIONS**, L. A., packager of live and filmed TV programs, has been formed with offices at 617 S. Olive St. Beatrice Kay, account executive The Wells Agency, public relations firm, also headed by Mr. Wells, is director of package firm. Glenn V. Armstrong is account executive. Firm will package new version of children's *Shirley & Bedelia Show*, formerly released live on WENR-TV Chicago and KGO-TV San Francisco.

**JOHN LANDRETH**, U. of Nebraska, to statistical staff Tele-Que, S. F. research firm.

**R. IAN LAIDLAW**, CFRB Toronto, and **RUSSELL T. KELLEY** Ltd., Hamilton, to account executive of S. W. Caldwell Ltd., Toronto, to handle programs and services to broadcasting stations and advertising agencies.

**W. WARD DORRELL**, vice president in charge of station relations C. E. Hooper Inc., taking 90-day period of complete rest under doctor's orders after treatment for attack of pleurisy revealed incipient lobar tuberculosis.

**LEWIS C. TEEGARDEN**, West Coast manager Standard Radio Transcription Services, Hollywood, transferred to Chicago to direct sales in Midwest and to work on sales efforts of United Television Programs in that area, according to Gerald King, president of both firms.

**PAUL S. ELLISON** appointed consultant to Advertising Div. of U.S. Defense Bond program. He was with Sylvania Electric Products Inc.

**WILLIAM QUINN**, managing director Electric League of Los Angeles, named radio-TV representative Earl Carroll Theatre, Hollywood, making theatre-restaurant available to agencies and sponsors for daytime programs.

**ARDEN B. CRAWFORD** appointed vice president Industrial Surveys Co., N. Y. He was with A. C. Nielsen Co., Chicago, as vice president.

**CAPITOL RECORDS Inc.**, Hollywood, in May issues 45 rpm records with new "Optional Center" that will permit playing on three-speed phonographs without use of adapters. New record equipped with small center hole that allows playing on small spindle, with completely removable center for use on regular 45 machines.

**WILL VOELLER**, president Universal Recorders, Hollywood, in New York and Washington for three weeks contacting clients and advertising agencies on future business.

**EDWIN G. WEBER** to Chicago staff of Philip Lesly Co., public relations counsel. He was radio-television writer for *Retailing Daily*, and also worked at D'Arcy Advertising, St. Louis.

**BRITISH UNITED PRESS** has added 16 Canadian radio news clients so far this year in Quebec: CKSM Shawinigan Falls, CKCH Hull, CKRS Jonquieres, CHLP Montreal, CJFP Riviere-Du-Loup, CHRL Roberval, CJSO Sorel, CFDA Victoriaville, CKVM Ville Marie, CHEF Granby; Alberta: CKUA Edmonton, CJOC Lethbridge, Saskatchewan: CKOM Saskatoon; British Columbia: CKNW New Westminster, CJAV Port Alberni; unnamed new station at Timmins, Ontario.

## *Equipment . . .*

Mr. Burrows

**ROBERT E. BURROWS** appointed general sales manager Thomas Electronic Inc., Passaic, N. J. He was with General Electric Supply Co. and Westinghouse Electric Supply Co.

**EDWARD A. PECARA**, sales promotion manager Zenith Radio Corp., Chicago, appointed sales promotion manager Motorola Inc., Chicago.

**RCA VICTOR**, Camden, N. J., presented award from Economic Cooperation Administration "for furnishing technical assistance to the people of the Marshall Plan countries to aid them in maintaining individual liberty, free institutions and peace."

**GENERAL ELECTRIC** commercial equipment division, Syracuse, announces new television montage amplifier which permits vertical, horizontal and wedge wipes, and pre-set superpositions. Type TV-35-B, and its control panel type TC-34-A, allow two-signal self keyed or three signal keyed insertions of sponsors' products or advertising material.

**ALLEN B. DuMONT LABS Inc.**, Clifton, N. J., announces two new rectangular Teletron tubes, types 17FP4 and 20GP4, employing electrostatic-focus. Focusing voltage required for both is approximately 23% of anode voltage.

**JENSEN Mfg. Co.**, Chicago, announces new set of brackets for its Viking line of loud speaker models from 2½ inches to 6 inches in size. Viking CTM Universal Bracket Set has illustrated instruction sheet to help servicemen install unit easier.

**COMPANHIA AUTO-LUX IMPORTADORA**, of Rio de Janeiro and Sao Paulo, Brazil, appointed exclusive distributor in that country for DuMont television receivers.

**E. R. GLAUBER** named general manager Admiral Corp.'s branch organizations. He was manager of eastern region and New York branch.

**PARRY CABOT**, account executive Dickie-Raymond Inc., Boston, appointed director of advertising Gray Mfg. Co., Hartford (electronic recording devices). **HARRY W. STEWART**, sales promotion department, appointed commercial manager.

**HARRY ADELMAN** named advertising manager Milo Radio & Electronics Corp., N. Y., wholesale distributor of radio, TV, sound, broadcasting and industrial electronic equipment.

## *Technical . . .*

**WILLIAM G. MARGRAF Jr.**, WHGB Harrisburg, Pa., to engineering staff WHLI-AM-FM Hempstead, L. I.

**JOHN HOSKINS**, engineer KCBS San Francisco, father of boy, Robert MacRae.

**LAWRENCE ROBBINS**, transmitter engineer KTRI Sioux City, Iowa, elected councilman in Dakota City, Neb., where station transmitter is located.

**JOSEPH DAGON** to NBC Chicago as radio maintenance engineer.

**JAMES WEHRHEIM**, supervisor of building maintenance NBC Chicago, father of boy, James Craig.

**EDWIN DAVISON**, transmitter supervisor WMAY Springfield, Ill. father of boy, born April 18.

**EARL SORENSON**, KNBC San Francisco, to U. of California at Berkeley radiation laboratory as coordinating engineer under contract with Atomic Energy Commission.

**BOB WOOD**, KNBC San Francisco, to KGO-TV San Francisco engineering staff.

**A-C failure can't stop this pickup**

The Collins 12Z remote amplifier provides automatic, instantaneous change-over to battery operation if line power interruption occurs. This light, handy remote combines four input channels with individual controls, a master control, an a-c power supply, and compact storage for three 45 volt B and five A batteries in one easily carried unit.

The 12Z is one of a complete Collins line of one, two and four mike remote amplifiers for reliable, convenient, high fidelity operation on any job. Your nearest Collins office will be glad to give you full information.

For broadcast quality, it's . . . COLLINS

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

11 West 42nd Street, NEW YORK 18
1330 North Industrial Blvd., DALLAS 2
2700 West Olive Avenue, BURBANK
Dogwood Road, Fountain City, KNOXVILLE

KIRX
KIRKSVILLE, MO.

JUST . . . . . $36 a Week
Buys . . . . . A 15-Minute Daily Strip
Gets . . . 108,000 North Missourians

CALL COLLECT, DIRECT—5-3781

NORTH MISSOURI'S OWN STATION

LOUISIANA State Sen. Dudley J. LeBlanc (l), president, LeBlanc Corp., manufacturer of Hadacol, spoke April 2 before a luncheon meeting of the New York Chapter of the American Marketing Assn. at Hotel Shelton. Also present at the head table were (l to r) Winifred Kearney (partly hidden), Lever Bros., luncheon chairman; Harry White, executive secretary, Sales Executives Club; Ed Russell, Bureau of Advertising, ANPA, and Don Coster, Bureau of Advertising, ANPA.

# AAA ADVERTISING

## ABC's of Radio, TV Promotion Explained

AMERICAN Automobile Assn., in a brochure just published, spelled-out the A-B-C's of radio and television advertising to its club members in a manner highly complimentary to both media.

Newspaper advertising was compared unfavorably with that of radio and video. The Special Report points out that the electronic media are non-selective in their approach to the public whereas, "a newspaper has a limited circulation defined by a subscriber list. . . ."

Aimed at intelligent use of radio and TV advertising, the brochure was prepared by Edgar Parsons, head, radio and television activities of the AAA Dept. of Public Relations.

It was designed (1) to describe techniques already in use by AAA clubs; (2) to serve as a reminder to those now using radio that there are additional means through which greater, more effective use can be made of these media; and (3) to serve as a guide to those clubs not now using radio or television.

"The use of radio broadcasting represents a powerful approach to the problem of getting the motor club across to the general public," the report told club members. "And now, with the advent of television in many localities, we have a new, even more effective medium, combining the warmth and emotional impact of the human voice with another of the senses—sight."

In an accompanying letter to BROADCASTING • TELECASTING, Mr. Parsons said that "Many of the 750 AAA-affiliated motor clubs throughout the nation use substantial amounts of commercial time.

"At least two, in Michigan and Illinois, owe the phenomenal growth of their clubs to advertising in which radio and TV have played a part," Mr. Parsons stated.

"On the other hand," he added, "we feel that the motor clubs of the country have a definite something to offer radio and TV stations. . . ." The "public interest" value of AAA information was emphasized throughout the report.

# CALL TO ARMS

## 37 NBCers Report May 1

THIRTY-SEVEN NBC employes belonging to a network-sponsored psychological warfare unit of the U. S. Army Reserve will report for active duty May 1.

The unit, organized in November 1948 through the Army's Industrial Affiliation Program, is commanded by Col. Ellsworth H. Gruber of the New York *Daily News*. Capt. William Buschgen, of the NBC Spot Sales Dept., commands the NBC unit, and First Lieut. Theodore M. Thompson, network personnel manager, is executive officer.

# AFM Peace

*(Continued from page 42)*

4. Overtime before midnight, per 15 or less minutes: $2.08.

5. Overtime after midnight until 8 a.m., per 15 or less minutes: $3.13.

TRUST AGREEMENT

Among the provisions:

1. Each network to pay trustee estimated 50% of amount expected due on Feb. 15, 1952, at time agreement executed.

2. Each network to pay 5% of gross revenues from "use, exploitation, or other dealing . . ." with film or sound track to trustee.

3. When a film, previously telecast commercially, is "later or simultaneously broadcast in any city on a sustaining basis, even though said sustaining broadcast be the first . . . in the particular city involved," 50% of film's production cost to be paid to trustee by network. In return, film or sound track may be "broadcast on a sustaining basis once in each city, providing done within year from first commercial broadcast of film."

4. Trust Purpose: Expenditure of 90% of total received annually for "arranging and organizing the presentation of personal performances by instrumental musicians in areas throughout the United States and its possessions and dependencies, and the Dominion of Canada . . . on such occasions and at such times and places as in the judgment of the trustee will contribute to the public knowledge and appreciation of music."

Three of the contracts—National Radio, National Television and Television Film Labor—contain the following provision:

In the event that governmental approval is required as a prerequisite of paying any part of the wages or other benefits at the rates provided for herein, or in the aforesaid agreements between us and locals of the Federation, and such approval is finally granted only in part, or is denied, then such unapproved rates or other benefits, or such unapproved portion thereof, shall become effective when and to the extent that the applicable statutes, regulations or orders are altered or repealed permitting such effectiveness.

In the event that complete approval is not granted by governmental authorities within thirty (30) days after the date hereof, the Federation may, at its option, void this agreement and/or any agreement executed between us (networks) and locals of the Federation entered into from and after the date hereof.

**Joint Request**

It is understood that approval will be requested of the government jointly by the networks and union as soon as present changes in the stabilization organization are completed and the proper procedure is indicated.

# Canadian Excises

EXCISE TAXES on radio-TV sets, and tubes have been increased from 15% to 25% at factory level in Canada.


CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

**CHIEF SAYS:**

"Big Chief spells Summer with dollar sign;
Will get more sales in hot months, too.
Has strongest signal . . . promotion fine,
To keep sales growing whole year through."

**SOLID SUMMER SALES STORY**

**Use WJW—Greater Cleveland's most merchandising-minded, promotion-minded station to increase your summertime sales. Year 'round promotion pays off—on WJW.**

CLEVELAND'S *Chief* STATION

WJW

5000 W. WJW BUILDING — BASIC ABC CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

## Respects

*(Continued from page 48)*

ager. When the company failed, he joined Phoenix Mutual Insurance Co. as a salesman.

Entering the Navy in 1942, he went to sea as a captain of a submarine chaser, protecting tanker routes in the Caribbean. Later, as a lieutenant commander, Mr. McLaughlin was cited officially for meritorious service as commanding officer of a destroyer escort in North Atlantic convoy operations prior to the Normandy invasion.

After three and one-half years of Naval duty, Mr. McLaughlin returned to the Pure Oil Co., where he remained a year. Moving to Confections Inc. as sales promotion and advertising manager, he increased merchanding through grocery outlets by advancing his former theory that the relationship between the retail merchant and the advertiser should be a close one.

Moving to Battle Creek, Mich., and General Foods, he directed advertising and promotion for many of the oldest trade brands of the Post Cereal Div. In October 1949 he was hired by Kraft Foods as advertising and sales promotion manager.

A realistic advertising man, Mr. McLaughlin comments: "I feel, frankly, that we in the advertising business get so involved with techniques, trade patter and gimmicks that we get clear off the fundamental base of the sale. The hardest thing we have to do is constantly remember fundamentals. Too often we tend to forget that the commercial copy and the layout of the ad are the final sum of our activities.

"Every ad should pass the test: What does it offer the consumer in exchange for the time he spends reading or listening to it? Does it have the emotional appeal that will make him buy? Does it instruct him in simple language, or does it confuse him with gimmicks and too-clever patter? Does he know when he has read it what it's all about? Does he have an understanding of the merchandise?

**'Simple Language'**

"On this subject, I believe in the simple language of advertising; words, phrases and ideas that can be understood by everyone. On the same basis, I object to 'munchy-crunchy' type of copy, which may be rhythmic, but what does it actually say? Let's have simple statements of fact — language understood by everyone."

He advocates simple, direct commercials for radio and television. After extensive TV research, Mr. McLaughlin found the formula: "See it big and keep it simple."

Radio commercials for "too long" have followed a pattern that the public no longer finds interesting or informative, Mr. McLaughlin charges. Trite phrases, ideas and situations have all tended, in his opinion, to wear down the public "into a nodding stupor." The consumer attitude becomes one of "I've heard all that before." However, new ideas combined with simple statements of fact can revive public attention.

Born in Aurora, Ill., Oct. 20, 1906, John McLaughlin was the son of a well-known surgeon there. He attended the U. of Illinois, where he was a varsity cheer leader and a member of Alpha Chi Rho and Sigma Phi Delta fraternities. He was graduated with a B.A. degree.

Married to the former Marian Bemis of Aurora, he and his wife have three children, Mark, 3; Richard, 10, and John 17. Although they now live in River Forest, where Mr. McLaughlin is an elder of First Presbyterian Church, the family will move shortly to a North Shore home in Winnetka along the lake. Mr. McLaughlin is a member of the Lake Shore Athletic Club, the River Forest Tennis Club, the Chicago Advertisers Club and the Chicago Television Council, of which he is vice president.

## WOMEN'S CLINIC

### Fellows Is Top Speaker

HAROLD E. FELLOWS, NARTB president-elect, was listed as featured speaker at a luncheon session of the Women's Commentators' Radio Clinic held at the Hotel Sheraton in Rochester, N. Y., last Saturday. About 300 prominent women leaders were to attend the all-day session, sponsored by WARC, WHAM and WHEC Rochester. Mr. Fellows was to be introduced by William Fay, WHAM general manager.

Morning session scheduled talks by Pauline Gaffney (WHEC), Ceil Harrison and "Roberta" Scott (WARC) and Ann Rogers and Louise Wilson (WHAM) on "How to Make Your Organizational Affairs Our Listeners' Affairs." Afternoon discussions were slated on "Radio As a Business" and use of broadcast facilities by women's groups. Gunnar Wiig, general manager of WHEC, presided over sessions.

## DANCE STEPPING

### By Network Execs for Red Cross

A DANCE ROUTINE by five network presidents and a chorus composed of network vice presidents will be among the features of an all-star show scheduled for May 29 in New York as part of the campaign for blood donations to the Red Cross.

The audience will be limited to members of the entertainment field —radio, television, stage and screen representatives including advertising agency personnel and members of the musicians, craft and technical unions—who have donated a pint of blood.

Co-chairmen of the campaign are five radio and TV network presidents: Robert E. Kintner, ABC; Frank Stanton, CBS; Dr. Allen B. DuMont, DuMont Television Network; Frank White, Mutual, and Joseph H. McConnell, NBC, with Emanuel Sacks, RCA vice president, as executive chairman. Mr. Sacks said the immediate goal is a minimum of 3,000 blood donors before May 29.

Marlo Lewis, executive producer for CBS TV programs, will produce the all-star show, which will be held at the Center Theatre, Rockefeller Center. Plans are under way for simulcasting portions.

FOUR NBC executives will instruct at Barnard College-NBC Summer Institute Radio and TV, June 25-August 3, in New York. They are Doris Corwith, Patrick Kelly, Melvin P. Wamboldt, and Wade Arnold.

Our Production Service is also available to produce YOUR Jingle. Relieve yourself of ALL detail. Ask SUNOCO, CLARK CANDY, PEPSODENT, BLATZ BEER. *Write today!*



# NEED AN ENGINEER?

- need an engineer
- looking for a job
- equipment for sale
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

| |
|---|
| Situations wanted, 10¢ per word ($1.00 minimum) |
| Help wanted, 20¢ per word ($2.00 minimum) |
| All other classifications 25¢ per word ($4.00 minimum) |
| Display ads, $12.00 per inch |

**Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.**

## 'LULU' AWARDS

### Helen Hall Wins Trophy

HELEN MURRAY HALL, advertising and promotion manager, NBC Western Div., received the Los Angeles Advertising Woman "Lulu" Award for the "best research project" April 22 at the group's fifth annual Frances Holmes Achievement Awards presentations at the Beverly Hills Hotel.

Receiving the gold trophy in other categories were: Shirley Thomas, vice president, Commodore Productions for the best sponsored radio program series; honorable mention, Marjorie Bright Sharpe, KITO San Bernardino; Doria Balli, president, TV Ads Inc., best television commercial campaign; Betty Mears, writer-producer, KTLA (TV) Los Angeles. Best television program series.

No award was given in the radio commercial campaign classification.

Margot Mallary, advertising manager, Cole of Calif., received the highest Frances Holmes Achievement Award, as "outstanding woman in advertising in 11 western states and Canada." She also won "Lulus" in four other categories. The contest was presented in cooperation with advertising or allied fields.

**THE 300-lb shark just wouldn't stop bothering a school of dolphin the fishermen were trying to land, so George Bolling, Bolling Co. Inc., New York, station representative, brought it aboard also. Despite interference, the anglers were able to land some 21 dolphin. Those who spent such a rewarding day fishing in the Gulf Stream were Frank (Salty) Mallants (peering between dolphins on left), WIOD Miami boating and fishing editor, and (l to r in foreground) Robert Fidlar, WIOD sales manager, and Mr. Bolling, who was in Florida to acquaint himself with the operation of WIOD, which his company will represent in the national field beginning May 1. Two men in back are onlookers.**

## CRIME PROBERS

### Panel Set For 'Forum'

FULL COMMITTEE of Senate Crime Investigators was scheduled to appear as a panel on Theodore Granik's *American Forum of the Air* to discuss "The Task Ahead for the Crime Committee," in an NBC simulcast, Sunday, 1:30 p.m., the day before publication of its report to the nation.

Rudolph Halley, chief counsel for the committee, was to appear on NBC-TV's *Meet the Press*, also Sunday, 4 p.m.

Committee members include Senators Herbert O'Conor (D-Md.), new chairman; Estes Kefauver (D-Tenn.); Lester C. Hunt (D-Wyo.); Charles W. Tobey (R-N.H.) and Alexander Wiley (R-Wis.).

## RADIO'S VALUE

### More Homes Per $—Nelson

RADIO delivers more homes per dollar than television, and has a potential three to four times as great. This was reported to the Chicago Radio Management Club Wednesday afternoon by Everett Nelson of the A. C. Nielsen Co., Chicago market research firm, who outlined the whys and hows of the company's research methods.

Mr. Nelson said a January survey on one program netted 119 viewers per dollar and 199 listeners, a 67% favor for radio. Nationally, 27% of the population own TV sets, 96% radio. A television network reaches about 27% of the people, while network radio gets to between 75 and 80%, depending on the individual network, Mr. Nelson said. In Chicago, 28% of the homes are equipped with TV, 97% with radio.

Mr. Nelson predicted that 17% of the TV homes in the Chicago area could be reached with use of one video station, and between 75 and 85% of the homes by one AM station. Chicago area radio is a better buy than national radio because total listenership is "relatively higher," he said.

Radio delivers a substantially larger audience than television, with 63% more listeners than viewers in the daytime and 89% more at night.

Pointing up need for research in outlying areas covered by a station, the speaker said more than half of all listeners live in peripheral districts rather than a metropolitan section. Television's growth has emphasized the need for research in outer listening areas, Mr. Nelson said.

He was introduced by Art Harre, general manager of WJJD and Radio Management Club president, who also presented a visiting guest, E. C. Kelly, general manager, KCRA Sacramento, Calif.

## DPA Certificates

CERTIFICATES which will permit companies expanding their defense facilities to depreciate cost at a 20% rate over a five-year period have been issued by the Defense Production Administration. Firms receiving new certificates of necessity include Sylvania Electric Products, Chatham Electronic Corp., Electrons Inc., Lansdale Tube Co. and General Electric Co. Certificates for expansion cover electronic and radar tubes and parts for aircraft jet engines.


FOR SOME INTERESTING INFORMATION ON RADIO IN **IOWA,** PLEASE SEE PAGE 35 OF THIS ISSUE

Think FIRST of "CANADA'S FIRST STATION"

In the big Montreal area—one of the best markets in Canada—CFCF gives you maximum coverage and the friendly listenership of increasing numbers who prefer "the Station of the Stars."

Many distinguished advertisers agree "It's easier to sell through CFCF."

*U.S. Representative: Weed & Co.*

CANADA'S FIRST STATION CFCF MONTREAL

AT ALLIED!

RCA RCA-5820

IMAGE ORTHICON

We have the RCA-5820 in stock for *immediate* shipment. Our conditions of sales are identical to those of the manufacturer. Our adjustment policies have saved stations time and money. Look to ALLIED for prompt delivery of the 5820 as well as all other RCA Broadcast-type tubes.

Refer to your ALLIED 212-page Buying Guide for your station equipment and supplies. Get exactly what you want when you want it! Ask to be placed on our "Broadcast Bulletin" mailing list.

ALLIED RADIO

*Broadcast Division*

833 W. Jackson Blvd., Chicago 7

Call: HAymarket 1-6800

## April 20 Decisions . . .

ACTIONS ON MOTIONS

By Examiner J. D. Cunningham

**FCC General Counsel**—Granted petition requesting extension of period for filing proposed findings from April 20 to May 7 in proceeding upon applications of KMPC Los Angeles, WJR Detroit, and WGAR Cleveland for renewal of licenses.

By Examiner Basil P. Cooper

**FCC Chief, Common Carrier Bureau**—Granted motion requesting correction in various respects to transcript of proceedings upon applications of Telanserphone, Inc. and Robert C. Crabb, Los Angeles, Calif., for CP's in domestic public land mobile radio service at Los Angeles.

By Examiner H. B. Hutchison

**KULP El Campo, Tex.**—Granted petition requesting that Commission accept its late appearance, which was due on August 11, 1950, in proceeding upon its application; appearance filed with the Commission on November 8, 1950 is hereby accepted.

By Examiner J. D. Bond

**WQXI Atlanta, Ga.** — Granted petition for continuance of hearing from April 18 to April 26 in Washington, D. C. in proceeding upon his application.

By Examiner Leo Resnick

**WOOK Silver Spring, Md.**—Granted petition for continuance of hearing from April 18 to July 18 in Washington, D. C. in proceeding upon its application.

## April 20 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

**WDXE Lawrenceburg, Tenn.** — Mod. CP to change from 1370 kc 500 w D to 1230 kc 100 w unl. and change type trans.

AM—1380 kc

**KPRS Olathe, Kan.**—CP to change from 1590 kc to 1380 kc and change ant. system.

Modification of CP

**WEWO-FM Laurinburg, N. C.**—Mod. CP new FM station to change ERP from 8.8 kw to 9.2 kw. ant. height from 430 ft. to 216 ft. etc.

Following stations request mod. CP for extension of completion date: WIOD-FM Miami, Fla.; WHP-FM Harrisburg, Pa.; WKNA-FM Charleston, W. Va.

License Renewal

Following stations request renewal of license: WOKZ Alton, Ill.; KOEN (FM) Oceanside, Calif.

APPLICATION RETURNED

AM—1440 kc

**Cherokee Bcstg. Co., Cherokee, Iowa**—RETURNED application for CP new AM station on 1440 kc 500 w D.

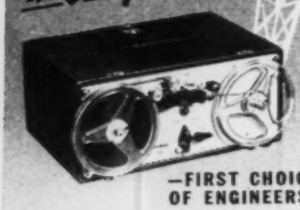

FOR FINEST TAPE RECORDING

WMLS

Sylacauga, Ala.

USES

Magnecorder



—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

360 N. Michigan Ave., Chicago 1, Ill.


# FCC actions

APRIL 20 TO APRIL 26

| | | |
|---|---|---|
| **CP-construction permit** | **ant.-antenna** | **cond.-conditional** |
| **DA-directional antenna** | **D-day** | **LS-local sunset** |
| **ERP-effective radiated power** | **N-night** | **mod.-modification** |
| **STL-studio-transmitter link** | **aur.-aural** | **trans.-transmitter** |
| **synch. amp.-synchronous amplifier** | **vis.-visual** | **unl.-unlimited hours** |
| **STA-special temporary authorization** | | **CG-conditional grant** |

*Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.*

## April 23 Decisions . . .

BY THE COMMISSION

Request Denied

**WENE Endicott, N. Y.**—Denied request for temporary authority to operate on 1430 kc with DA adjusted in accordance with application for license and engineering report filed Apr. 6.

BY THE SECRETARY

**WBRC-TV Birmingham, Ala.**—Granted license for commercial operation of TV station.

**KTSW Emporia, Kan.**—Granted license for installation of new trans. and change of main studio location.

**KOEL Oelwein, Iowa** — Granted license for change of studio location and hours operation and install new trans. and DA-D-N; cond.

**KTEC Oretech, Ore.**—Granted license for noncommercial educational FM station; 88.1 mc, 10 w.

**WFOX Milwaukee, Wis.** — Granted CP to change trans. and main studio locations; cond.

**KCNA Tucson, Ariz.** — Granted mod. CP for extension of completion date to 11-13-51; cond.

Following were granted mod. CP's for extension of completion dates as shown: WKVM Arecibo, P. R., to 7-15-51, cond.; KNAL Victoria, Tex., to 5-17-51, cond.; WCTT Corbin, Ky., to 8-17-51, cond.; WJPG Green Bay, Wis., to 7-6-51, cond.; WSUN St. Petersburg, Fla., to 11-15-51, cond.; WJFR Caguas, P. R., to 10-18-51, cond.

**The Tower Realty Co., Baltimore, Md.**—Granted license for remote pickup KGB-607.

**The Tower Realty Co., Cumberland, Md.**—Same KA-8534.

**Southwestern Bcstg. Corp., Odessa, Tex.**—Same KA-8397.

**WAER Syracuse, N. Y.** — Granted license for changes in noncommercial educational FM station; 88.1 mc, 730 w, ant. 24 ft.

**WBJC Baltimore, Md.**—Granted license for noncommercial educational FM station on 88.1 mc, 125 w, ant. 145 ft.

**Caribbean Bcstg. Corp., Arecibo, P. R.**—Granted mod. CP to change power of KA-7627 from 60 w to 25 w and make changes in trans.

**KIRO-FM Seattle, Wash.** — Granted mod. CP for extension of completion date to 6-13-51.

Granted following renewal of licenses on a regular basis to May 1, 1954: KA-3286, KA-3287 (Voice of Alabama, Inc.), Birmingham, Ala.; KA-8138 (Peninsular Bcstg. Corp.), area Coral Gables, Fla.; KA-5275 (The Macomb Bcstg. Co.), area Macomb, Ill.; KA-3497, KA-2045 (News-Examiner Co.), area Connersville, Ind.; KSA-397 (News-Examiner Co.), Connersville, Ind.; KA-7964 (Sioux Falls Broadcast Assoc., Inc.), area Sioux Falls, S. D.; KA-5509, KA-5510, 5511 (KRLD Radio Corp.), area Dallas Tex., KKD-697 Dallas, Tex.

Granted following renewal of licenses on regular basis to May 1, 1954, subject to change in frequency which may result from the proceedings in Docket 6651: KA-5807 (The Daily Report Co.), area Ontario, Calif.; KA-8645 (formerly KSCR) (McClatchy Bcstg. Co.), area Sacramento, Calif.; KA-8646 (formerly KQAW) (Radio Santa Cruz), Santa Cruz, Calif.; KA-8647 (formerly KILB) (International Bcstg. Corp.), area Shreveport, La.; KA-8648 (formerly WJEN), KA-8649 (formerly WJEP) (Stromberg-Carlson Telephone Mfg. Co.), area Rochester, N. Y.; KA-8650 (formerly KIEL), KA-8651 (formerly KTUH) (Fisher's Blend Station, Inc.), area Seattle, Wash.

**WHAS-TV Louisville, Ky.**—Granted license for commercial operation of TV station.

**KUGN-FM Eugene, Ore.** — Granted mod. CP for extension of completion date to 10-18-51.

**WORX Madison, Ind.**—Granted mod. CP for extension of completion date to 10-31-51.

**KIDO Boise, Ida.** — Granted license for change in frequency, increase in power, installation of new trans. and DA-DN, change trans. location and ground system; cond.: 630 kc 5 kw unl.

**KLX Oakland, Calif.**—Granted mod. CP for extension of completion date to 11-13-51; cond.

**WKNE Keene, N. H.**—Granted mod. CP for extension of completion date to 11-14-51.

**Kinston Bcstg. Company, Kinston, N. C.**—Granted license for remote pickup KA-7526.

**Nueces Bcstg. Company, Corpus Christi, Tex.**—Same KKE-488.

**Poughkeepsie Newspapers, Inc., Poughkeepsie, N. Y.**—Same KA-7164.

**Stanislaus County Broadcasters, Inc., Modesto, Calif.**—Granted CP for new remote pickup KA-8652.

**Sherman Broadcast Corp., Sherman, Tex.**—Same KA-8653.

**Rafael Fuster, Guayama, P. R.**—Same KA-8654.

**KONO-FM San Antonio, Tex.**—Granted mod. CP for extension of completion date to 6-28-51; cond.

## April 23 Applications . . .

ACCEPTED FOR FILING

**WGN Chicago**—CP to install an aux. ant. for emergency purposes only.

APPLICATION RETURNED

**KMLW Marlin, Tex.** — RETURNED application for assignment of CP from W. L. Pennington and Virgil H. Gage, a partnership d/b as Falls County Public Service to W. L. Pennington. Reason: Incomplete.

## April 24 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Robert F. Jones

**WELS Kinston, N. C.**—Granted request to take depositions insofar as concerned with public service programming of WELS as operated in past and as proposed to operate full time; denied insofar as it requested taking of depositions of stockholders and directors of WELS.

**KTXC Big Spring, Tex.** — Granted petition for continuance of hearing to July 16 in proceeding re renewal of license.

**WGIL Galesburg, Ill.**—Granted petition for continuance of hearing from May 4 to July 5 in Washington in proceeding re application of KCOG Centerville, Iowa.

**Oregonian Publishing Co., Portland, Ore.**—Granted petition for leave to amend application to change name of applicant to Pioneer Bcstrs. Inc., to show new officers, directors and stockholders, together with new financial data.

**Don Lee Bcstg. System, San Francisco, Calif.**—Granted petition for dismissal without prejudice of application for FM CP.

**Radio Pittston FM and Television Co., Pittston, Pa.**—Granted petition for dismissal without prejudice of application for CP.

**The S & G Co., Fort Scott, Kan.**—Granted request to dismiss application.

**KDAC Fort Bragg, Calif.** — Granted petition for indefinite continuance of hearing, presently scheduled for May 7 in Fort Bragg in proceeding re application of KDAC for license to cover CP; also granted petition requesting Commission to accept its late appearance.

**Charles L. Cain, Grand Prairie, Tex.**—Granted petition requesting dismissal without prejudice of application.

By Examiner Jack P. Blume

**WKSR Pulaski, Tenn.**—Granted petition for continuance of hearing from April 26 to June 25 in Washington, D. C., in proceeding re its application and that of R. W. Towery, Iuka, Miss.

**KXLA Pasadena, Calif.**—Granted petition for leave to amend application to conform engineering portions of application herein to proof offered during course of hearing herein; the record in proceeding is reopened for limited purpose of receiving in evidence Exhibit 28 (consisting of an official map of the City of Pasadena), and the record closed.

By Examiner Elizabeth Smith

**Capitol Radio Enterprises, Sacramento, Calif.** — Granted petition for continuance of hearing from May 2 to July 9 in Washington, in proceeding re its application and that of Radio California, Sacramento, Calif.

**Francis J. Matrangola, Wildwood, N. J.**—Granted motion for indefinite continuance of hearing presently scheduled for April 24 in proceeding re his application.

By Examiner Hugh B. Hutchison

**Lawrence County Bcstg. Co., Lawrenceburg, Tenn.**—Granted petition for leave to amend application to request 100 w unl., instead of 250 w, as presently specified, and for removal of application, as amended, from hearing docket.

By Comr. Paul A. Walker

**WRIA Caguas, P. R.**—Granted petition for extension of time from April 23 to April 30, in which to file proposed findings of fact and conclusions in proceeding upon revocation of license of WRIA Caguas, P. R.

By Comr. Frieda B. Hennock

**FCC General Counsel**—Granted petition requesting that Commission accept late filing of notice of intention to appear and participate in oral argument in proceeding upon application of KFGT Fremont, Neb.

## April 25 Decisions . . .

BY THE COMMISSION

Designated for Hearing

**Brazosport Bcstg. Co. and Brazoria Bcstg. Co., Freeport, Tex.**—Designated for consolidated hearing in Washington on June 18 re application of Brazosport for new AM station on 1490 kc 250 w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inl., and application of Brazoria for new AM station on 1460 kc 500 w D.

**Order Amended**

**Radio Reading, Reading, Pa.**—Pursuant to a study by Air Space Subcommittee, order of Sept. 6, 1950, as amended, designating application for hearing, was further amended to delete therefrom Issue 4: "To determine whether the installation and operation of the proposed station would constitute a hazard to air navigation." Hearing presently scheduled to start May 2.

**License Renewals**

Following stations were granted renewal of licenses for period ending May 1, 1954: KDLA DeRidder, La.; KGAF Gainesville, Tex.; KECC Pittsburg, Calif.; KGDM Stockton, Calif.; KGRI Henderson, Tex.; KIXL Dallas, Tex.; KLIF Dallas, Tex.; KLMO Longmont, Colo.; KNX Los Angeles; KOFO Ottawa, Kan.; KSL Salt Lake City; KTIM San Rafael, Calif.; KWJJ Portland, Ore.; WBYS Canton, Ill.; WENA Bayamon, P. R.; WFAX Falls Church, Va.; KIPA Hilo, T. H.; KSDO San Diego; WADE Wadesboro, N. C.; WCMW Canton, Ohio; WDGY Minneapolis; WEDR Birmingham, Ala.; WIBC & Aux. Indianapolis; WKNX Saginaw, Mich.; WSFT Thomaston, Ga.; WTOP Washington, D. C.; KAYL Storm Lake, Iowa; KCBQ San Diego; KFDX Wichita Falls, Tex.; KGYW Vallejo, Calif.; KNCM Moberly, Mo.; KORC Mineral Wells, Tex.; WBNL Boonville, Ind.; WMRP Flint, Mich.; WRFS Alexander City, Ala.; WWOL & Aux. Buffalo, N. Y.; WXRA Kenmore, N. Y.; WCRI Albertville, Ala.; KCVR Lodi, Calif.; KFGR Forest Grove, Ore.; KRVN Lexington, Neb.; WREV Reidsville, N. C.; WRFW Eau Claire, Wis.; WRYO Rochester, Pa.; KTFY Brownfield, Tex.; WTIC Hartford, Conn.; WTNS Cohocton, Ohio; WTTN Watertown, Wis.; WWWF Jasper, Ala.; KFBI Wichita, Kan.; KCTX Childress, Tex.; KFAB & Aux. Omaha, Neb.; KLOK San Jose, Calif.; KRMO Carthage, Mo.; KSMN Mason City, Iowa; KSTP & Aux. St. Paul; KSTV Stephenville, Tex.; KTAT Frederick, Okla.; WABZ Albemarle, N. C.; WATM Atmore, Ala.; WCNU Crestview, Fla.; WEAS Decatur, Ga.; WGAY Silver Spring, Md.; WHIM Bethlehem, Pa.; WNEW & Aux. New York, N. Y.; WOAI & Aux. San Antonio; WPEO Peoria; WPKY Princeton, Ky.; WOKZ Alton, Ill.; WALT Tampa, Fla.; WMMB Melbourne, Fla.; WBT Charlotte, N. C.; KFVA Shamrock, Tex.; WKOW Madison, Wis.; KING & Aux. Seattle; KIWW San Antonio; KMOX St. Louis; KOWL Santa Monica, Calif.; WVJP Caguas, P. R.; WWSO Springfield, Ohio; WKAP Allentown, Pa.; WJMR New Orleans; WLBH Mattoon, Ill.; KVLC Little Rock; KSMO San Mateo, Calif.; WABJ Adrian, Mich.; WIBR Baton Rouge, La.; WIVY Jacksonville, Fla.; WNOE New Orleans; WLRP New Albany, Ind.; WSID Essex, Md.; WSPT Stevens Point, Wis.; WLDS Jacksonville, Ill.; WWGP Sanford, N. C.; WZIP Covington, Ky.; KCHA Charles City, Ia.

Following stations were granted renewal of licenses for regular period: KCLE Cleburne, Tex.; KGBC & Aux. Galveston, Tex.; WLAC Nashville, Tenn.; WNOX Knoxville, Tenn.; WRVA Richmond, Va.; WWVA Wheeling, W. Va.; WLIB & Aux. New York City.

Following stations were granted temporary extensions of licenses for period ending Sept. 1, 1951:

KHBR Hillsboro, Tex.; KLPR Oklahoma City; WPTW Piqua, Ohio; WJMW Athens, Ala.; KBOK Waterloo, Iowa; KTRM Beaumont, Tex.; WBCC Bethesda, Md.; WFEC Miami, Fla.; WLIO East Liverpool, Ohio; WLOI LaPorte, Ind.; KTAN Sherman, Tex.; WINS & Aux. Cincinnati; WKLO Louisville, Ky.; KTER Terrell, Tex.; KWED Seguin, Tex.; WHWB Rutland, Vt.; WMAP Monroe, N. C.; WTOD Toledo; WPLA Plant City, Fla.; KOLS Pryor, Okla.; WWWW Rio Piedras, P. R.; WELS Kinston, N. C.; KCUL Ft. Worth, Tex.; KGAR Garden City, Kan.; KIND Independence, Kan.; KPUG Bellingham, Wash.; WCRA Effingham, Ill.; WBMS Boston; WEEB Southern Pines, N. C.; WLCR Torrington, Conn.; WPRA Mayaguez, P. R.; WRJM Newport, R. I.; WREX Duluth, Minn.; WIBG & Aux. Philadelphia; KSTT Davenport, Iowa; KXLA Pasadena, Calif.; KJFJ Webster City, Iowa; WBRD Ft. Lauderdale, Fla.; WDWD Dawson, Ga.; WRIO Rio Piedras, P. R.; WMUS Muskegon, Mich.; KSWI Council Bluffs, Iowa; KTHS Hot

*(Continued on page 92)*

# CLASSIFIED ADVERTISEMENTS

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## Help Wanted

### *Managerial*

**Sales manager** for 1000 w midwest affiliate. If you are salesman and can prove readiness to move up or now CM, here's that place to settle with good money, fine community. Personal integrity, sales record, vigor factors considered. Box 534J, BROADCASTING.

### *Salesmen*

**Radio library** salesmen or transcription salesmen. Materially increase your weekly income! Sell the radio program that is a "must" for secondary as well as primary markets. No competition to your present job. Excellent remuneration. Write in confidence to Box 183J, BROADCASTING.

**Two salesmen needed** for a going 250 watter. Operation demands salesmen who can do the selling, servicing and copywriting. Will pay 20 percent and guarantee $300 per month minimum and if you're fast on service and copy work, you should go beyond $500 per month within a few months. No youngsters and no beginners. You must have a solid and successful radio sales background. It's easy to sell behind good programming and operation and there's an opportunity for two men to make $600 per month each. Box 494J, BROADCASTING.

**Experienced time salesman.** Can step up to commercial manager. 1000 watt south Florida independent. Permanent position. Clean living family man desired. Send photo and background to Box 549J, BROADCASTING.

**Salesman** needed by 1000 watt network affiliate in market of approximately 100,000 population. Considered one of the best towns in the entire southeast in which to establish a home. Will pay $50 per week salary plus 7% commission. Assignment of over 100 prospects for exclusive solicitation plus enough active business to give a starting income of about $70 per week. Personal interview necessary. We are only interested in people who are interested in the future. Write or wire. Box 573J, BROADCASTING.

**Two salesmen** seeking real money opportunity. Air mail direct Box 1479, Honolulu, Hawaii.

**Radio salesman wanted** in city of 20,000. Good drawing account, good commission basis. No floaters. Write, giving experience, references and photo, if available. Start May 1st. Write L. F. Bellatti, Radio Station KSPI, Stillwater, Oklahoma.

### *Announcers*

**Announcer,** some experience, pleasant voice, willing, able to sell over air. No hot-shots or floaters. Graduating wage scale, excellent opportunity for right man. Disc, photo to Box 385J, BROADCASTING.

**Minnesota station** needs combination announcer-engineer. Top pay for a top man. Box 479J, BROADCASTING.

**Announcer-engineer** wanted for Alabama station. $75.00 per week. Box 507J, BROADCASTING.

**Competent combo man.** We'll pay right. Handle light shift. 1000 w midwest affiliate. Pleasant location, conditions. Opportunities aplenty. Box 533J, BROADCASTING.

**Combination man,** first phone. New daytime station Norwich, N. Y. CP soon. Box 554J, BROADCASTING.

**Mutual affiliate** in southwest. Immediate opening. Combo man. Ideal all-round climate. Congenial young staff. Prefer young married man who would be permanent. Address disc, photo and details to Box 556J, BROADCASTING.

## Help Wanted (Cont'd)

**Clever morning jockey,** salary, percentage, top station, air mail full details Box 1479, Honolulu, Hawaii.

**Wanted:** Announcer-engineer for early morning shift, who can really put across early morning programs. Hours of work will average around 44 hours weekly. This is an excellent opportunity for the right man. Salary is dependent entirely upon ability. Radio Station KBRL, Box 342, McCook, Nebraska.

**Combination** announcer-technician wanted for Reno, Nevada, station. Must be experienced in both announcing and technical phases and have first class license. Salary $86.50 for 40 hour, 5 day week if experience is 9 months or more. Send disc and record of experience. Personal interview will be required before hiring. Apply Station Manager, KOH, Reno, Nevada.

**Experienced** announcer-continuity writer, strong on news and commercials. Send representative transcription with commercial scripts, photo, reference names and experience record. KTFI, 5000 watt NBC affiliate, Twin Falls, Idaho.

**Above average** announcer wanted for above average small market operation. Is $300 monthly satisfactory? Send disc and details KTFY, Brownfield, Texas.

**Wanted** announcer-salesman capable of play-by-play baseball and mid-morning disc show. No phone calls or audition discs. Write or wire minimum starting salary and references. Ted Nelson, KVER, Box 1388, Albuquerque, New Mexico.

**Combination** announcer-salesman-copywriter with car. Send snapshot and disc with letter of application ABC affiliate, KVOC, Casper, Wyoming.

**Wanted:** Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

**Wanted:** Smooth, staff announcer with experience for permanent position with expanding 250 watt ABC station. Play-by-play man given additional consideration on essentially a staff job. No radio school grads without at least a year's experience, please. Send complete details and audition to Bob Nelson, WDUZ, Green Bay, Wisconsin.

**Need good announcer** 1000 watt daytime. WETO, Gadsden, Alabama.

**Combination** announcer-engineer. Emphasis announcing, night shift, progressive network affiliate. Attractive salary. Send disc and qualifications, WFLB, Fayetteville, N. C.

**Immediate opening** for announcer with experience. Send audition and complete information in first letter. R. Fowler, WGAT, Utica, N. Y.

**Wanted:** Combination announcer-engineer. Send audition and full particulars first letter. WLET, Toccoa, Georgia.

**Wanted**—Announcer-engineer and straight announcer, both with radio schooling or 6 months experience. Send disc and full particulars first letter. WMLT, Dublin, Georgia.

**Announcer-engineer,** immediate opening. Rush disc, photo, detailed letter. WONN, Lakeland, Florida.

**Good,** solid commercial announcer, preferably with independent station experience. Permanent position for capable man. Send disc, photo, details to John Fahnline, Jr., WPIC, Sharon, Pa.

**Announcers,** here is a chance to expand your talents at a fulltime independent station. WRCO, Richland Center, Wisconsin.

## Help Wanted (Cont'd)

**Immediate opening** for announcer with ticket, also for a chief engineer who can do some announcing. Send audition disc or tape, references, give experience, salary expected and date available. Manager, WPLA, Plant City, Florida.

**Immediate opening** for announcer with first or second class license. Not a replacement. Addition to present staff. WRCS, Ahoskie, N. C.

### *Technical*

**Immediate opening** first phone engineer. Top wages for man who can do control room work and operate transmitter. Box 451J, BROADCASTING.

**Engineer,** experienced in maintenance of directional array and transmitter for 5 kw midwest station. With statement of experience and education please enclose a snapshot. Box 460J, BROADCASTING.

**Chief engineer** for directional station in upper midwest. Must be good at maintenance. Good pay. Box 480J, BROADCASTING.

**Engineer** and combination engineer-announcer. ¼ kw. Vicinity New York. Box 492J, BROADCASTING.

**Wanted:** Combo-chief engineer-announcer. Strong on announcing. $75.00 fifty-six hours. West Texas area. Send details and disc. Box 537J, BROADCASTING.

**Engineer,** first phone, construction, experience, some announcing, new daytime station Norwich, N. Y. CP soon. Box 553J, BROADCASTING.

**Immediate opening** for engineer with first phone license. Starting salary $50 for 40 hour week. Periodic raises. No announcing. Good working conditions. 250 watt station near Chicago. Box 578J, BROADCASTING.

**Engineer,** immediate opening. Experience not necessary. Give complete details first letter. WASA, Havre de Grace, Maryland.

**Engineer,** 1st class, draft exempt. Experience preferred. Apply in person only. WATG, Ashland, Ohio.

**Immediate opening,** combination engineer-announcer. Mutual station 40 miles from Atlanta. WBHF, Cartersville, Ga.

**First class operator.** No experience required. WCFV, Clifton Forge, Virginia.

**Engineer** for one kw AM and three kw FM, $221 per month for 40 hour, five day week, raise in six months. Opportunity for advancement. Call Dwight North, Chief Engineer, WCNT, Centralia, Illinois.

**Wanted:** Engineer for transmitter and remote work. Experience not necessary. 1000 watt ABC affiliate with application for television. Contact Henry Sullivan, Manager, WCOG, Greensboro, N. C.

**Transmitter engineer,** 5 day, forty hour week. Best working conditions. Write Chief Engineer, WCUM, Cumberland, Maryland.

**Transmitter engineer,** opportunity to learn all phases of operation. Five day week. $50.00 to start. Write or phone WENT, Gloversville, N. Y. 4-7175.

**Three months vacation** relief employment for engineer, first class ticket, possibility of permanent job. Good pay, excellent working conditions. Contact Bill Atkinson, Chief Engineer, WGBA, Columbus, Georgia.

**Wanted:** Two transmitter operators at once, car essential. Contact W. H. Malone, Chief Engineer, WGTM, Wilson, North Carolina.

**Wanted:** Engineer for daytime kilowatt, announcing not necessary. Wire or phone if interested. WMPM, Smithfield, N. C.

## Help Wanted (Cont'd)

**Combination** transmitter-control operator, first class license, for Station WMSA, Massena, New York. No announcing. Contact Mr. McHugh.

**First class operator.** No experience or announcing required. Two weeks paid vacation plus sick leave. Forty-seven hour work week. WTON, Staunton, Virginia.

**Immediate opening** for 1st phone operator. Not a combination station, but will consider combination man. WVLN, Olney, Illinois.

**Engineer:** First ticket and one announcer, at once. WWGP, Sanford, N. C.

**First class engineer** for immediate employment. WEAM, Arlington, Virginia. Car necessary. Wire your salary requirements and date available.

### *Production-Programming, others*

**Male copywriter** with ideas. Some announcing. Send samples work. Texas. Box 462J, BROADCASTING.

**Farm director** wanted by single market, midwest independent station programming principally for rural audience. Want experienced farm man capable presenting topnotch farm service and good newsman. Top salary for right man interested in future and desire to accept responsibility. Rush complete details on background, audition, photo and references to Box 558J, BROADCASTING.

**Girl** who can sing to fit into live talent expansion of station, perform other duties in clerical work or copywriting. Write to Box 568J, BROADCASTING.

**Woman to write continuity** and who also has the ability to do air work. Must have good voice. Be well educated and have what it takes to interview others on the air. She will have to walk into this station and take over Monday through Saturday air show of long standing. We want a girl who can MC and produce style shows. Represent us in women's clubs. If you can do all this, are good looking and can wear clothes, drop us a line. Give full particulars in first letter. Send tape and disc, sample copy J. A. Murphy, KIT, Yakima, Washington.

**Continuity writer** needed immediately. Contact Bill McKibben, WACB, Kittanning, Penna.

**Help Wanted:** Copywriter, primarily commercial spots. Aggressive station. Experience and creative ability wanted and will be well compensated. Contact Ridley Bell, Program Director, WGBA, Columbus, Georgia, at once.

**Wanted** by a large exclusive furniture store, a fulltime home decorator who has the ability of handling one 15 minute radio program per day which would include giving decorator hints, etc. The women to work fulltime for the furniture store. Excellent salary and other advantages. Please write at once to Mr. A. E. Heiser, General Manager, Radio Station WLEC, Sandusky, Ohio.

## Situations Wanted

### *Managerial*

**Manager-sales manager,** available May First. Strong on sales and promotional sales. Prefer competitive, medium or large market, in south or southwest. No objection to station now operating in red. Box 484J, BROADCASTING.

**Over 17 years experience** in sales, programming and management. Planned and developed one of the nation's outstanding post-war independents. Available July 1st. Box 539J, BROADCASTING.

**What station** can use good, sober, reliable, intelligent manager who can sell, produce shows and knows programming. 15 years experience, good record. Box 540J, BROADCASTING.

**I'll put your station** in the black in 6 months. Presently manager of 500 watt full net affiliate, in the black. Profit sharing desired. I'll guarantee a talented, competent, experienced staff. Write Box 541J, BROADCASTING.

**The key to profitable managership** is in the lock. You can turn it. Draft exempt, married, experienced station manager desires advancement and more money. Will travel. Can buy from CP or take established station. References. Must be permanent. Box 551J, BROADCASTING.

## Situations Wanted (Cont'd)

**years experience** as general manager in markets up to 40,000. Have built two stations from CP to excellent profits. Have hired my own successor at present station although owners wished me to remain. Prefer California, Oregon or midwest. Complete references from all former employers. Write Box 559J, BROADCASTING.

**Seven years radio,** six years manager-commercial manager. Have put two stations on air in black. Available immediately for south-southwest small market manager job. Will travel for interview. Seeking permanent location in town 50,000 or less. Best references available. Call 1084-J or wire 310 South 4th St., Hugo, Oklahoma. Minimum salary-commission must exceed $100 weekly.

### *Announcers*

**Sports wanted** year-round. Experienced AA baseball, midwest basketball football and all staff. National agency, sponsor recommendations. Veteran, 3 children, college. Draft exempt. Box 955H, BROADCASTING.

**Announcer, age 24,** veteran, married, one child. Nine years experience, capable of any position in your announcing staff. Desire to settle in midwest. Box 433J, BROADCASTING.

**Sports man.** Limited experience. Wants broader knowledge. Can do all play-by-play and color. Draft exempt. Will travel. Box 445J, BROADCASTING.

**Announcer-disc jockey,** sober, reliable, married, minimum $75.00. Ten years all phases radio. Southern California, New York area. Box 453J, BROADCASTING.

**One of nation's** outstanding disc jockey personalities seeking change of locale. Strong points: Knowledge of records and artists second to none, excellent sponsor results, top ad-lib job in friendly voice, telegenic, 30, married, draft exempt, 7 years experience. $100 weekly plus talent opportunities. All major markets considered. Box 506J, BROADCASTING.

**Thoroughly experienced** all phases announcing including play-by-play baseball, football, basketball. Also board operation, copywriting. Some TV announcing. Some selling. Now PD, assistant manager 250 watter, desire change. Prefer southwest. Box 538J, BROADCASTING.

**3 year successful,** dependable, steady, morning comic. Combination, exempt, married, employed. $100. Box 548J, BROADCASTING.

**Seven years** comprehensive experience 50 w net affiliate. Top local Hooper last three years with own show. Would like more aggresive station in bigger market west or New England. Draft free. Box 555J, BROADCASTING.

**Announcer,** 1st phone. Programming, draft exempt, making $60. Complete offer. Box 565J, BROADCASTING.

**Experienced** announcer available, good mellow voice, excellent on commercials, news, disc jockey, no slouch, can operate console but no ticket. Doesn't smoke or drink. 24 years old, veteran, MA, married, no children. Car. Box 569J, BROADCASTING.

**Announcer,** three years solid commercial experience. Strong on news and music, plus. Draft exempt. Presently working, but want permanent location in Boston station or in major Connecticut or Massachusetts market. Box 572J, BROADCASTING.

**Experienced announcer-writer.** Work own board. Northeast area only. Box 576J, BROADCASTING.

**Sportscaster,** 5 years experience, married, family, draft exempt. Employed sports director midwest 5 kw currently dropping sports programming. Air check tapes baseball, football, basketball. Box 577J, BROADCASTING.

**Combination man,** single, 21, veteran, no experience. Will go anywhere. Available June 1, 1951. W. M. Dickinson, 516 West 5th, Mitchell, S. Dak.

**Announcer-good newscaster-salesman,** good education, age 45, single, graduate announcer school. Desire start on small station. Available now. John Lewis, 100 E. 34th, Kansas City, Mo. Phone Westport 8407.

**Announcer-newscaster,** console experience. Graduate nationally known radio school. Married. Draft exempt. Disc upon request. Will go anywhere. Bernie Larson, 6504 Selma Avenue, Hollywood 28, California.

## Situations Wanted (Cont'd)

**Play-by-play** staff announcer looking for baseball broadcasting. At present doing sports-staff work in Logan, W. Va. Contact Mike Wynn, Station WLOG, Logan, W. Va.

### *Technical*

**Phone first, permanent.** Salary, hours first contact. Box 361J, BROADCASTING.

**Employed chief engineer** desires change. 3 years experience. 2 years chief and combo. Minimum $75. Box 531J, BROADCASTING.

**Chief engineer-announcer.** Presently employed. Best references. Experienced. New Car. Veteran. Draft exempt, capable, don't drink. Leaving present position due weird pay system. Box 532J, BROADCASTING.

**Chief engineer,** twenty years technical experience including construction three stations. Handle all your technical problems to your complete satisfaction. Family. Box 546J, BROADCASTING.

**1st class combo man,** announcer-engineer. Experience in sports, special events, DJ and straight announcing work. Draft exempt. Single. Prefer work in western states. Box 547J, BROADCASTING.

**Chief engineer** now operating own communications business desires to return broadcasting. 8 years broadcasting, 4 as chief. Strong on administrative, buying, construction. Can save you money. Age 42, married, 2 children. Strictly sober. Go anywhere. Give full details and best salary offer first letter. Box 557J, BROADCASTING.

**Vet with 1st phone.** No experience, but plenty of ambition. Married, willing to travel. Hank Kusunoki, 67 West 96th Street, New York 25, N. Y., MOnument 6-3735.

### *Production-Programming, others*

**Program director-manager** of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for major networks. Program director, manager, announcer, writer for local stations. Writer-director for television. Never fired. Present employer will recommend highly. Wish program directorship of substantial station with future. Draft exempt. Box 505J, BROADCASTING.

**Director available.** Directed countless productions of drama, comedy, musicals, operas, films and TV, worked with top stars stage and screen. Thorough knowledge productions, adaptation of scripts, casting etc., will go anywhere U. S. A. Write Box 530J, BROADCASTING.

**Program director,** emphasis on commercial announcing and a proven following, seven and a half years radio broadcasting experience, wishes to locate with progressive station with an eye toward TV. Midwest preferred. Salary requirement commensurate with experience. Will appear in person for interview provided a position is open. Box 535J, BROADCASTING.

**Program director.** Experienced. Successful record. Desires change, prefers metropolitan area. $75 minimum. Top newsman, writer, producer. Excellent voice, excellent musical background. Really knows radio. Draft exempt. Available one month's notice. Box 536J, BROADCASTING.

**Wanted:** Copy position with PD possibility. Two years experience all phases. Vet, 25, exempt. Out of radio past year. East. Box 543J, BROADCASTING.

**Completely experienced,** presently employed program director desires change (bona fide reasons), to announcer-salesman and/or announcer-program director of small station where plans for future may be formulated. Draft exempt, married, disc or tape, photo, request. Box 544J, BROADCASTING.

**New England only,** announcer, copywriter, traffic manager. 30, single, veteran. Now employed network affiliate. Box 552J, BROADCASTING.

**Program director,** producer, writer, newscaster. Mature authority, exceptional experience all phases radio, some TV. Draft exempt. Prefer southwest or Gulf Coast. Salary $75.00 with opportunity. Box 564J, BROADCASTING.

**Publicity writer,** 5 years writing experience, employed by theatrical agency in Chicago. Seek similar job on station staff. Salary secondary. College educated, vet. Box 567J, BROADCASTING.

## Situations Wanted (Cont'd)

**Veteran,** married, age 27, wants chance at progressive station to do all-round staff work. Experienced. Disc available. Box 575J, BROADCASTING.

# Television

### *Salesmen*

**Radio time salesman,** experienced, successful, desires change to TV sales. Box 571J, BROADCASTING ● *TELECASTING.*

### *Production-Programming, others*

**Producer,** interested in assuming producer-director duties in a station operation. Agency and other experience covers three years of activities in television. Best references, married, draft exempt, resume on request. Box 473J, BROADCASTING ● *TELECASTING.*

**TV program production,** well trained, qualified. Experienced newspaperman. College, efficient, flair for organization. Box 550J, BROADCASTING ● *TELECASTING.*

**Husband and wife,** film director, engineer and traffic director, continuity director respectively, desire new positions. Available June 1. Box 566J, BROADCASTING ● *TELECASTING.*

## For Sale

### Stations

**For sale:** Only radio station in county seat, town in Nashville trade area. Profitable operation. Cash talks, investigate. Box 545J, BROADCASTING.

**For sale,** network station in highly desirable southwestern city. Annual gross in excess of $150,000. Owner developing new, larger property. $125,000. $75,000, cash; balance in long term notes. Reply Box 563J, BROADCASTING.

### *Equipment etc.*

**GE** 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

**Presto and Fairchild** turntables; WE pre-amplifiers, 25B console, speakers, ten kw FM transmitter, etc. Practically new at fraction of cost. Write for list. Box 562J, BROADCASTING.

**For sale:** Complete equipment for 1 kw FM station including REL transmitter, monitor, console. Write for complete inventory. WJJW, Wyandotte, Mich.

**For sale**—Raytheon 1 kw transmitter, three years old. Will be available in near future. For details, write Manager, WKBZ, Muskegon, Michigan.

**One self-supporting** B-K AM or FM 180 foot tower. Insulators No. 9963 and 9984. Tower A1 shape. Bundled and sorted for shipping. Blueprints and hardware. Reasonable. Western Steel Erection Co., 2105 E. 71 St., Chicago.

## Wanted to Buy

### *Stations*

**Experienced manager** desires to purchase or invest in to personally manage a radio station in midwest area. Write Box 184J, BROADCASTING.

**Experienced general manager,** 15 years fully rounded radio in markets up to 50,000 wishes to purchase all or part interest in single or two station market. Prefer west coast or midwest. Complete references, proven record of profits. 40, family, seeking pleasant permanent location. Write 560J, BROADCASTING.

### *Equipment etc.*

**Will buy** 5 kw, 1 kw and 250 watt transmitter. Same must withstand engineering inspection. Give all in first letter. Box 478J, BROADCASTING.

**Wanted**—5 kw AM transmitter. Send description and price to Manager, WKBZ, Muskegon, Michigan.

**I want** a good used 1000 watt transmitter. Also monitoring equipment, etc. C. L. Graham, Gadsden, Alabama.

## Miscellaneous

**Note:** New or replacement broadcast crystals for Western Electric, RCA, Bliley and other holders; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3901.

*(Continued on next page)*


IS YOUR

AUDIO

*SLIPPING?*

**Make it sound RIGHT with NEW RAYTHEON speech equipment, IMMEDIATE DELIVERY at 1949 list prices from Steve Cisler at ELECTRONIC SERVICE CORPORATION of Louisville, Kentucky.**

| | |
|---|---|
| RR-30 3 channel remote amplifiers | $350.00 |
| RR-10 1 channel remote amplifier | 121.00 |
| RZ-10 4 channel pre-amp assembly | 365.00 |
| RM-10 10 watt monitor amplifier | 190.00 |
| RPL-10 line amplifiers | 210.00 |
| RP-10 program amplifiers | 190.00 |
| RFP-10 switch and fuse panel assembly | 50.00 |
| PJ-141 double (48) jack panel, w/mat | 55.00 |
| PJ-143 single (24) jack panel, w/mat | 34.00 |
| RRC-10 rack cabinets, 77 inch panel space | 125.00 |

Blank rack panels, various sizes
Jensen speaker baffles for 8 and 12 inch
WE accessories for 639 microphones
WE 109AA vertical-lateral pickup assemblies

**ELECTRONIC SERVICE CORPORATION also buys and sells used standard make audio and transmitter equipment for FM-AM-TV stations.**
**Write us what you have to sell—want to buy—will trade—and get our offer.**
**Need microphones, frequency monitors (FM and AM), turntables, consoles, and towers.**

**Available now from our own stock**

Gates 250-C transmitter with tubes
Gates 2 channel console
Gates 28-CO limiter amplifier
Gates CB-10 turntables with pre-amps
RCA 76C4 console
RCA rack cabinets
RCA program amplifiers

**FLASH!**

**Four (4) brand new General Radio modulation monitors now available at $475.00 each.**
**Eight (8) General Electric YDA-1 brand new noise and distortion analyzers at $300.00 each.**
**One 345 foot Truscon self supported tower, dismantled.**
**Seven (7) brand new Raytheon 250-A transmitters just coming off the production line at $3,000 each.**

ELECTRONIC SERVICE CORPORATION

121 South 7th Street

Louisville, Kentucky

Clay 4811

Steve Cisler (WKYW)

## Situations Wanted

*Production-Programming, others*

*"More than ever before Radio needs experienced men at the helm of its Program Departments . . ."*

**PROGRAM DIRECTOR:**

Ten years experience in programming-production direction, local and network origination.

Experienced in programming, writing, producing and announcing with 250 to 50,000 watt stations. Also background in sales, program-sales promotion.

If interested in hiring such a man, please outline proposition in first letter. By return mail will forward complete personal and employment resume, including references.

**Personal interview can be arranged.**

**This ad has been inserted by a reliable, experienced program man who is looking for a reliable position with an aggressive station.**

**BOX 542J, BROADCASTING**

## For Sale

*Stations*

**RADIOMEN! INVESTORS!**

250 watt radio station, established five years, good money maker, for sale. Reasonable. In Colorado City of 15,000 population. Write Box 561J, BROADCASTING for full information and low price. Hurry.

*Equipment etc.*

Available—*for immediate shipment*—new and used Wincharger guyed towers—will sell erected—can supply ground wire. Contact one of the following.

Warren Cozzens, 720 Main St., Evanston, Illinois. Phone: Davis 8-4800.

Henry Geist, 60 East 42nd St., New York 17. Phone: Murray Hill 7-1550.

W. E. Taylor, Signal Mountain (Chattanooga, Tenn. Phone: 88-2428

## Employment Service

**RADIO PERSONNEL**

Wanted: Capable, experienced staff announcers, program director disc jockey, MC-TV, newscaster, combination engineer-announcer and copywriters. Jobs waiting.

**BERT ARNOLD,**
**Keene Road,**
**Clearwater, Florida**

*I am placing better men with better stations everywhere every day.*

# FCC Actions

*(Continued from page 89)*

**Decisions Cont.:**

Springs, Ark.; KTLN Denver; KVSM San Mateo, Calif.; KXRN Renton, Wash.; KXRX San Jose, Calif.; WKID Champaign, Ill.; WMGM & Aux. New York City; WLOA Braddock, Pa.; WTAM Cleveland; KRKL Kirkland, Wash.; WIBV Belleville, Ill.; WACR Columbus, Miss.; WSHB Stillwater, Minn.; KLRA Little Rock, Ark.; KJBS San Francisco; WANN Annapolis, Md.; WGPA Bethlehem, Pa.; WJJD & Aux. Chicago; WMEX Boston; WRIB & Aux. Providence, R. I.; KDKA Pittsburgh; KEX Portland, Ore.; KYW Philadelphia; WBZ Boston; WBZA Springfield, Mass.; WOWO Fort Wayne, Ind.

**CP to Replace CP**

**KEDO (FM) Ontario, Calif.**—Granted CP to replace expired CP to increase power and ant. height, with expiration date of six months from date.

**WRBI (FM) Blue Island, Ill.**—Granted CP to replace expired CP for new class A station, with expiration date of six months from date.

## April 25 Applications . . .

**ACCEPTED FOR FILING**

**AM—1460 kc**

**Cecil W. Roberts, Chanute, Kan.**—CP for new AM station on 1600 kc 1 kw D AMENDED to change to 1460 kc etc. Filed Apr. 25.

**AM—1540 kc**

**WRJM Newport, R. I.**—CP to change trans. location from Charity Farm, Middletown, R. I., to On South Side of Reservoir Rd., 2 miles east of center of Newport, Middletown, R. I. Filed Apr. 25.

**AM—980 kc**

**WOBT Town of Pelican, Wis.**—CP to change from 1240 kc 250 w unl. to 980 kc 1 kw unl. DA-DN and install new trans. Filed Apr. 25.

## April 26 Decisions . . .

**BY THE COMMISSION EN BANC**

**Action Set Aside**

**Leonard R. Lyon, El Reno, Okla. and KTXC Big Spring, Tex.**—Ordered that Commission action of April 5 designating for hearing Lyon's application for a new station on 1490 kc 100 w, D, be set aside, and designated for hearing in consolidated proceeding with application of KTXC for renewal of license; hearing to begin May 14 at Big Spring; made KBIG Guthrie, Okla., a party to proceeding with reference to Lyon application only.

**Extension of Authority**

**KAST Astoria, Ore.**—Granted extension of authority for period of 30 days from April 25 to operate with 1 kw D 250 w-N employing northwest tower for nondirectional operation pending restoration of licensed DA.

**BY THE SECRETARY**

**Twentieth Century-Fox Film Corp., Area, New York, N. Y.**—Granted extension of STA to operate experimental TV station KE2XKA in connection with development of theatre television for period Apr. 28 to Oct. 27, subject to same conditions as original grant.

**Paramount Television Productions Inc., Metropolitan Area of New York, N. Y.**—Same as above for KE2XJX, KE2XJY, KE2XJZ.


**Eastern Network**

***$37,500.00***

An exclusive small market station that offers a sound opportunity to a resident owner who will further develop this property.

**Midwest Independent**

***$50,000.00***

An attractive independent operation located in an excellent midwest city with a population in excess of 75,000 and having only one other station.

**CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES**

**BLACKBURN-HAMILTON COMPANY**

*RADIO STATION AND NEWSPAPER BROKERS*

| WASHINGTON, D. C. | CHICAGO | SAN FRANCISCO |
|---|---|---|
| James W. Blackburn | Harold R. Murphy | Ray V. Hamilton |
| Washington Bldg. | 360 N. Mich. Ave. | 235 Montgomery St. |
| Sterling 4341-2 | Randolph 6-4550 | Exbrook 2-5672 |


# FCC roundup

*New Grants, Transfers, Changes, Applications*

## Box Score

SUMMARY TO APRIL 25

*Summary of Authorizations, Stations On the Air, Applications*

| Class | On Air | Licensed | CPs | Cond'l Grants | Appls. Pending | In Hearing |
|---|---|---|---|---|---|---|
| AM Stations | 2,241 | 2,232 | 141 | | 262 | 137 |
| FM Stations | 658 | 520 | 150 | *1 | 12 | 4 |
| TV Stations | 107 | 73 | 36 | | 398 | 171 |

*** On the air.**

**CALL ASSIGNMENTS: WTRB Two Rivers, Wis. (Two Rivers Bcstg. Co., 1580 kc, 500 w, day); WMFS Chattanooga, Tenn. (Lookout Bcstg. Co., 1260 kc, 1 kw, day); WAVA Ava, Ill. (Ava Bcstg. Co., 1580 kc, 250 w, day); WIST Charlotte, N. C. Changed from WCHN (Surety Bcstg. Co., 930 kc, 5 kw, local sunset, 1 kw, night); WRSW Warsaw, Ind. Changed from WRSA (Reub Williams & Sons Inc., 1480 kc, 500 w, unlimited); WFAK Memphis, Tenn. (Frank J. Keegan, 1480 kc, 1 kw, day); WLOP Lancaster, S. C. (Royal Bcstg. Co., 1360 kc, 1 kw, day); KCNO Alturas, Calif. (CONR Inc., 570 kc, 1 kw, day); WCOS-FM Columbia, S. C. (Radio Columbia, 97.9 mc, 1.5 kw, antenna 260 ft.); WOMC-FM Royal Oak, Mich. Changed from WEXL-FM (Royal Oak Bcstg. Co., 104.3 mc, 18 kw); WRSW-FM Warsaw, Ind. Changed from WRSW (Reub Williams & Sons Inc., 107.3 mc, 34 kw).**

* * *

## Docket Actions . . .

**FINAL DECISION**

**Texarkana, Ark.**—Issued final decision adopting initial decision of Mar. 23, as amended, granting application of Gateway Bcstg. Co. for new AM station on 790 kc, 1 kw, day, 500 w, night, night directional; engineering conditions. Decision Apr. 25.

**INITIAL DECISIONS**

**WIKY Evansville, Ind.**—Hearing Examiner J. D. Bond issued initial decision looking toward denial of application of South Central Bcstg. Corp., licensee, for switch in WIKY facilities from 820 kc, 250 w, day to 680 kc, 250 w, unlimited, directional. Decision Apr. 20.

**WCMB Lemoyne, Pa.**—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of application to change from 960 kc, 1 kw, day to 1460 kc, 5 kw, unlimited, directional; engineering conditions, including proviso that construction permit not be issued to WCMB prior to issuance of license to WHP Harrisburg, Pa. authorizing operation on 580 kc and denial of application of WHGB Harrisburg to switch from 1400 kc, 250 w, unlimited, to 1460 kc, 5 kw, unlimited, directional. Decision Apr. 24.

**Little Falls, N. Y.**—Examiner J. D. Bond issued initial decision looking toward grant of application of Rock City Bcstrs. for new AM station on 1230 kc, 100 w, unlimited, and denial as in default of application by Robert Harvard Dye for same facilities at Herkimer, N. Y. Decision Apr. 26.

**OPINIONS AND ORDERS**

**WTUX Wilmington, Del.**—Issued order granting authority to Port Frere Bcstg. Co. Inc. to continue temporary operation of WTUX until midnight, July 2, pending action on petition directed against FCC decision released Oct 12, 1950 denying renewal of license. Order Apr. 25.

## Non-Docket Actions . . .

**AM GRANTS**

**Engelwood, Col.**—Grady Maples and R. B. McAlister d/b as The McAlister Agency. Granted 1220 kc, 1 kw, day. Estimated construction cost $16,400. Grantee is licensee KTNM Tucumcari, N. M. Mr. McAlister also is 33⅓% owner KICA Clovis, N. M. Granted Apr. 25.

**Searcy, Ark.**—White County Bcstg. Co. Granted 1300 kc, 1 kw, day. Estimated cost $15,600. William R. Smith, individual applicant, is general manager KBTA Batesville, Ark. Granted Apr. 25.

**Aberdeen, S. D.**—Aberdeen Best Service. Granted 1220 kc, 250 w, day. Estimated cost $11,655. Sole Owner Delbert T. Hunt is owner Del's Drive Inn (restaurant). Granted Apr. 25.

**KIDO Boise, Idaho**—Granted switch in facilities from 1380 kc, 2.5 kw, local sunset, 1 kw, night to 630 kc, 5 kw, unlimited. Granted Apr. 17.

**WGBR Goldsboro, N. C.**—Granted switch in facilities from 1400 kc, 250 w, unlimited to 1150 kc, 1 kw, unlimited, directional, install new transmitter and directional system for night and day use; engineering conditions. Granted Apr. 25.

**FM GRANTS**

**KFUO-FM Clayton, Mo.**—Granted switch in facilities from ERP of 5.8 kw to 6.7 kw subject to measurements of KFUO power by indirect method during construction of FM antenna. Granted Apr. 25.

**WJWL-FM Georgetown, Del.**—Granted switch in facilities from ERP of 2 kw to 8.2 kw on condition that antenna tower not be used by any AM station. Grant not to be construed as approval of AM application on file. Granted Apr. 25.

**WSVA-FM Harrisonburg, Va.**—Granted switch in facilities from ERP of 36 kw to 7.2 kw and antenna height from 1840 ft. to 350 ft.; engineering condition. Granted Apr. 25.

**WLEU-FM Erie, Pa.**—Granted switch in facilities from antenna height of minus 70 ft. to minus 245 ft. Granted Apr. 25.

**WGBS-FM Miami, Fla.**—Granted switch in facilities from ERP of 27 kw to 1.55 kw and antenna height of 28 ft. to 80 ft. Granted Apr. 25.

**TRANSFER GRANTS**

**KFMB-AM-TV San Diego, Calif.**—Granted assignment of license of KFMB and CP of KFMB-TV from Jack Gross Bcstg. Co. to Kennedy Bcstg. Co. Jack Gross sells his 100% interest for $825,879 to John A. Kennedy group. See story this issue. Granted April 25.

**WBBZ Ponca City, Okla.**—Granted assignment of license from Ponca City Pub. Co. Inc. to Ponca City Publishing Co., a partnership, through purchase of ¾ stock interest held by Adelle Trust for $342,500 by two former stockholders, Clyde E. Muchmore, now 5%

## April 26 Applications . . .

**ACCEPTED FOR FILING**

**License for CP**

**WBAT Marion, Ind.**—License for CP authorizing change in frequency, power, hours operation etc.

**WIBR Baton Rouge, La.**—License for CP authorizing change in frequency, power, hours operation etc.

**KFLD Southwest of Floydada, Tex.**—License for CP new AM station.

**WLWD (TV) Dayton, Ohio**—License for CP new TV station and designate studio location at 4595 S. Dixie Highway, Dayton.

**AM—1370 kc**

**WDEF Chattanooga, Tenn.**—CP to increase night power from 1 kw to 5 kw and change DA-N.

**TV—Ch. 7**

**Josh Higgins Bcstg., Waterloo, Iowa**—Application for CP new TV station AMENDED to change from Ch. 3 (60-66 mc) with ERP 43.5 kw vis. 21.7 kw aur. to Ch. 7 (174-180 mc) with ERP 25.34 kw vis. 12.67 kw aur. and change trans. and ant. system. Ant. to be 468.25 ft.

wner and senior partner, and Gareth Muchmore, 25%, junior partner; and former business manager, Allan Muchmore, 25%, junior partner. Granted Apr. 25.

KLUF - A M - F M Galveston, Tex.—Granted transfer of control KLUF Bcstg. Co., licensee, from G. R. Clough, Helen D. Clough, L. D. Clough and R. E. Clough to Orrin Tucker for $95,000, subject to condition that licensee, within 60 days, comply with requirements of Section 3.254 of FCC Rules and Regulations with respect to KLUF-FM. Mr. Tucker owns gas and oil production facilities in several states and owns apartment project in Oakland, Calif. Granted Apr. 25.

KOJM Havre, Mont.—Granted transfer of control North Montana Bcstg. Co., licensee, from Dr. F. W. Aubin and three others to James G. Holland and 12 other new stockholders all local businessmen, through issuance of 555 additional shares of stock at $100 par value or $55,000. Granted Apr. 25.

WIMA-AM-FM Lima, Ohio—Granted transfer of control Northwestern Ohio Bcstg. Corp., licensee, from Ruth S. Rickman, sole beneficiary under will of W. L. Rickman, deceased, to George E. Hamilton, a present stockholder, through stock transaction. Granted Apr. 25.

WLAU Laurel, Miss.—Granted transfer of control Southland Bcstg. Co., licensee, from C. H. Leggett and J. V. Willson to Norma H. Leggett and C. T. McCallum through purchase of Mr. Willson's ½ interest by Mr. McCallum for $32,500 and transfer of Mr. Leggett's ½ interest to his wife as a gift. Granted Apr. 25.

KOLS Pryor, Okla.—Granted assignment of license from L. L. Gaffaney and J. B. Smith, a partnership d/b as Lakes Area Bcstg. Co. to L. L. Gaffaney tr/as Lakes Area Bcstg. Co. through purchase of Mr. Smith's ½ interest by Mr. Gaffaney for $6,500. Granted Apr. 25.

WGLS Decatur, Ga.—Granted acquisition of control, DeKalb Bcstg. Co., licensee, by Guy W. Rutland Sr. through purchase of stock from H. W. Pittman and 11 others for $1.00. Transferee Rutland will write off indebtedness of $20,580. Granted Apr. 25.

WHAY New Britain, Conn.—Granted transfer of control Central Connecticut Bcstg. Co., licensee, from 17 present stockholders to Continental Enterprises Inc. for $40,000. Principals in Continental are Board Chairman Patrick J. Goode, 10%, part-owner WNHC-AM-FM-TV New Haven; President Michael J. Goode, 5%, WNHC salesman; Secretary-Treasurer Aldo DeDominicis, 5%, part-owner WNHC; David K. Harris, 10%, part-owner WNHC; J. Vincent Callanan, 5%, WNHC salesman; and Vice President Vincent DeLaurentis, 5%, WNHC chief engineer. Granted Apr. 25.

WIST Charlotte, N. C.—Granted assignment of construction permit from Surety Bcstg. Co. to the Broadcasting Co. of the South, a legal formality in transfer of radio interests of Surety Bcstg. Co. which also included WSPA-AM-FM Spartanburg, S. C. and WIST-FM Charlotte, previously approved by FCC. No money involved. Granted Apr. 16.

KTXL San Angelo, Tex.—Granted acquisition of control Westex Bcstg. Co., licensee, by B. P. Bludworth and Armistead D. Rust through purchase of 20% interest from J. Edward Johnson for $12,000. Mr. Bludworth and Mr. Rust each own 40% at present. Granted Apr. 16.

## FCC Procedures

*(Continued from page 27)*

mary of the evidence presented at a hearing before the Commission, or after an initial decision but prior to oral argument from preparing a compilation of the facts material to the exceptions and replies thereto filed by all parties to the proceeding, and after oral argument from preparing, without recommendation, such final decision as the Commission shall direct."

Under questioning, Comr. Jones said he did not believe that there was anything in the McFarland Bill which would preclude examiners from calling in "experts" to give testimony during the course of an FCC hearing.

On the proposed Sec. 6, which would permit license renewals on the basis of record of public interest having been shown, he reiterated his, as well as Comr. Hyde's, accord with that provision. "Considering the investment [originally made by a licensee], I do not think they should be considered on the same basis as a new station applicant."

He expressed his belief that such a policy would not affect the broadcasters' attitude toward public interest.

Rep. F. Ertel Carlyle (D-N. C.) questioned the time "lag" between original application and its final disposition. Comr. Jones cited engineering and procedural complications that arise plus the "workload at staff level." The Congressman persisted that "six months," as could be the time for some cases, was an "unreasonable length of time to take for a hearing to be initiated.

Rep. Wolverton returned the questioning to the relationship of Commissioners and staff members in adjudicatory matters and again scored "consultations" with the opinion that "experts" should be called upon to put their testimony in the record.

"All testimony should be above board and available to all," he said.

Thursday morning's abbreviated session was devoted entirely to questioning of Comr. Hyde.

He stressed there was "no justification for fear" that simplified renewal procedures might lead to abuses by licensees. He cited safeguards against such developments within the Act.

To questions of Rep. Charles E. Bennett (D-Fla.), Comr. Hyde said that the Act does not specifically require hearings on rule-making matters, but that the Commission has always gone to extremes to afford such opportunity to concerned parties. The Administrator Procedures Act prescribes such a course, he added.

Comr. Hyde said he would have no objection to a provision that would require hearings on rule-making matters, but expressed the belief that it should be done on a "uniform basis" throughout the government.

To Rep. O'Hara, he conceded the hardship to a small station owner who would be required to undergo the expense of appearing along with witnesses in a Washington hearing. He said that the Commission's practice, whenever possible, was to hold such hearings in the field to better evaluate the questions.

In answer to Rep. Rogers, Comr. Hyde said that the "burden of proof" in a revocation procedure was with the Commission; in a renewal case, it was with the licensee.

Rep. Oren Harris (D-Ark.) declared there have been "some pretty serious charges" brought to his attention involving the burden placed on a station seeking renewal. He questioned Comr. Hyde on application requirements.

## New Applications . . .

### AM APPLICATIONS

Ponce, P. R.—South Puerto Rico Bcstg. Corp., 1260 kc, 1 kw, unlimited; estimated construction cost $26,009.25. Principals include President Jose R. Freyre Montero, 46.77%, real estate owner; Secretary Luis E. Freyre Montero, 16%, radio technician; Treasurer Manuel Colon Medina, 16%, dairyman and farmer; Juan Colon Medina, 16%, coffee and fruit farmer; and Andres Grillasca, 5.23%, Mayor of City of Ponce and coffee and fruit farmer. Filed Apr. 18.

Piedmont, Ala.—Ruby Jo Clotfelter, Cary L. Graham and Mac M. Thomas d/b as Piedmont Radio Station, 1280 kc, 1 kw, day; estimated construction cost $11,140. Miss Clotfelter, 55.55%, is assistant manager of Graham's Drug Store, Gadsden, Ala.; Cary Graham, 25.93%, is owner of Graham's Drug Store and ½ owner WETO Gadsden. Ala.; Mr. Thomas, 18.52%, is ½ owner WETO. Filed Apr. 25.

Estherville, Iowa—Estherville Bcstg. Corp., 1340 kc, 100 w, unlimited; estimated cost $15,062. Principals are President William E. Schons, 24.9%, outdoor advertising salesman; Vice President Theodore L. Cook, 25%, ¼ owner James David Co. Inc., St. Paul, Minn.; Secretary Dr. Edward Schons, 25%, physician; Treasurer Charles S. Harris, 25%, part owner B. W. Harris Co., St. Paul; Walter C. Sehm, .01%, attorney. Filed Apr. 25.

Eldon, Mo.—Robert M. Smith, 1150 kc, 1 kw, day; estimated cost $17,800. Mr. Smith is a radio parts distributor and owner of Radiolab, Kansas City, Mo. Filed Apr. 25.

### TRANSFER REQUESTS

KGST Fresno, Calif.—Assignment of license from S. A. Mandel, Morris Mindel and Milton Gerloff d/b as Delle Bcstg. Co. to Morris Mindel, Milton Gerloff and Jeanne Bacher d/b as Delle Bcstg. Co., each partner holding ⅓ interest. Miss Barcher pays $12,000 for her ⅓ interest. Filed Apr. 20.

WCTW New Castle, Ind.—Involuntary transfer of control Courier-Times Inc., licensee, from Walter S. Chambers (deceased) and Adaline B. Chambers to Adaline B. Chambers. No monetary consideration involved. Filed Apr. 20.

WJRM-WRCM (FM) New Orleans, La.—Acquisition of control Supreme Bcstg. Co. Inc., licensee, by Chester F. Owens through purchase of 88% interest from William Cortada, Ramon Cortada, George A. Mayoral and Leon Sarpy for $53,000. Mr. Owens is an attorney in New Orleans. Filed Apr. 20.

WEAS Decatur, Ga.—Assignment of license from E. D. Rivers Jr. to WEAS Inc., a new corporation in which Mr. Rivers owns 99.98% interest, for $250,000. Filed Apr. 25.

WJIV Savannah, Ga.—Assignment of license from E. D. Rivers Jr. to WJIV Inc., a new corporation in which Mr. Rivers holds 99.98% interest, for $125,000. Filed Apr. 25.

KPLC Lake Charles, La.—Involuntary assignment of license from T. B. Lanford, R. M. Dean and L. M. Sepaugh d/b as Calcasieu Bcstg. Co. to T. B. Lanford, L. M. Sepaugh, R. M. Dean and the Viola Lipe Dean Trust through its trustees d/b as Calcasieu Bcstg. Co. Action required by death of Mr. Dean's wife, in accordance with Louisiana community property laws. No money involved. Filed Apr. 25.

KBZY Grand Rapids, Minn.—Acquisition of control Itasca Bcstg. Co., licensee, by General Manager Robert D. Kennedy, present owner of 120 out of 334 shares, through purchase of 127 shares from L. L. Huntley, W. G. King, Harry A. Erickson and W. W. Kurtz for $17,018. Mr. Kennedy will own 247 out of 334 shares after transfer. Filed Apr. 25.

WPTW Piqua, Ohio—Transfer of control Miami County Bcstg. Co., Inc. to Richard E. Hunt, formerly 44% owner, through retirement of Byron F. London's 25% interest to treasury stock. Mr. Hunt, after reorganization, holds 58.7%. Filed Apr. 25.

## Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 11 FM 36 TV 0. New deletions, effective dates and reasons follow:

WBAB and WBAB-FM Atlantic City, N. J.—Press Union Pub. Co., AM license and FM construction permit, Apr. 20. Applicant's request after petition for approval of transfer of license was denied. [See story, BROADCASTING • TELECASTING, Apr. 16.]

KFI-FM Los Angeles, Calif.—Earle C. Anthony Inc., construction permit, Apr. 19. Lack of interest, economic. [See story, BROADCASTING • TELECASTING, Apr. 9.]

WARM-FM Scranton, Pa. — Union Bcstg. Co., construction permit, Apr. 19. Forfeited.


*When It's* **BMI** *It's Yours*

*Another BMI "Pin Up" Hit—Published by BMI*

**BECAUSE OF YOU**

***On Records:*** Johnny Desmond—MGM 10947; Bob Crosby—Coral 60440; Ray Barber—Mer. 5625; Les Baxter—Cap. 1493; Percy Faith-Tony Bennett—Col. 39362.

***On Transcriptions:*** Mindy Carson — Associated; Cocoanut Grove Orch.—Standard.

BMI

**BROADCAST MUSIC INC.** 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



**WLBH**

MATTOON (20,000 pop.) CHARLESTON (10,000 pop.)

500,000 POPULATION in ½ millivolt primary

**WLBH FILLS THE GAP**
between your metropolitan station coverage

**W L B H** 1170 KC 250 W. **WLBH-FM** 96.9 mc 23,000 W.

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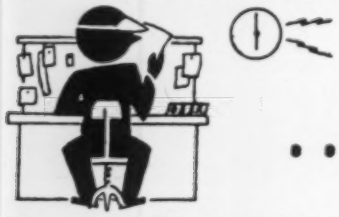

# ...at deadline

## FCC GRANTS EXTENSION ON FUNCTIONAL MUSIC

GROUP of FM "functional music" stations informed by FCC in mid-April their supersonic-signal programming violates Communication Act and FCC rules [BROADCASTING • TELECASTING, April 16], Friday granted extension until May 15 to file statements as to future plans and policy. Group plans joint reply because of broad industry application. Extension had been asked by WRLD (FM) Miami, WFMF (FM) Chicago and KDFC (FM) Sausalito, Calif., three of four originally questioned on "beep" programming in late January [BROADCASTING • TELECASTING, March 12, Feb. 5].

Fourth outlet cited, WACE-FM Chicopee, Mass., ceased operations April 21 and turned in permit. WACE-FM contended, however, such operation is legal and explained it had decided last December to quit but couldn't because of contracts for program service with Air-Muse Inc., now dissolved. Receiving equipment in stores and factories reportedly sold by WACE group to undisclosed new parties with program service understood to be continuing from out-of-state source.

## FCC FUNDS CURTAILED BY HOUSE COMMITTEE

FCC funds for fiscal 1952, starting this July 1, suffered cut by House Appropriations Committee Friday. President Truman had requested $6,850,000 to operate FCC, House unit scaled this down to recommended $6,575,000. Axe was swung on some two dozen other government agencies with about 10% overall cut on President's Independent Offices request of over $6½ billion.

Federal Trade Commission cut from $4,392,000 to $4,136,400. Appropriations bill now goes to House floor.

## FORD FUNDS GRANTED

FORMALIZATION of Joint Committee on Educational Television and grant of $90,000 to JCET from Ford Foundation's Fund for Adult Education announced Friday by Arthur S. Adams, president of American Council on Education, one of seven groups which continues to sponsor JCET. Responsible for pressing educational channel reservation before FCC, JCET to headquarter at 1785 Massachusetts Ave., N.W., Washington.

## ATLANTIC CITY SHIFTS

REALIGNMENT of network affiliations in Atlantic City announced Friday, stemming from cessation of operations of WBAB, former CBS affiliate there. WFPG, affiliate of ABC, was to add CBS shows effective yesterday (Sunday) and to become exclusive CBS affiliate May 27. At that time WMID, now Mutual outlet, becomes ABC affiliate.

## ANCHOR-HOCKING DROPS

ANCHOR-HOCKING GLASS Corp., through William H. Weintraub Co., New York, dropping Monday and Wednesday period of its hour-long TV *Broadway Open House* and renewing for six months other three evenings. Negotiations still under way with NBC for possible replacement of Jerry Lester.

## NETWORK VIEWS GIVEN ON McFARLAND BILL

NARTB President Justin Miller testifies today when McFarland Bill (S 658) hearings resume before House Interstate & Foreign Commerce Committee (earlier story page 27).

Friday sessions heard Judge Frank Roberson, Federal Communications Bar Assn., give association stand on individual provisions. He said FCBA interest was to secure by statutory recognition for FCC hearings that would be "full and fair" and with "public" record. One of principal FCBA objections was Commission "staff consultations," he declared.

Testimony of Joseph H. Ream, executive vice president, CBS, included support of bill's provision for simplified renewal; time limitation on handling of cases, changes covering station transfers and anti-trust proceedings, among other points.

NBC statement of Gustav Margraff, vice president and general attorney, also supported anti-trust provisions and renewal provisions, along with other points.

W. D. McFarland, Dept. of Justice, said there was no need to alter Communications Act on anti-trust matters as proposed by bill.

Mr. Ream branded as "fairy tale" April 5 charges of Gordon Brown, WSAY Rochester, N. Y., that networks sought to influence advertisers to discriminate against some independent stations.

## RESERVE BOARD TO STUDY EASING OF SET CREDIT

FEDERAL Reserve Board to receive presentation this week of Radio-Television Mfrs. Assn. appeal to modify or relax Regulation W to stimulate TV set sales. RTMA has made two appeals, pointing out that some dealers have been forced into bankruptcy.

RTMA asked that Regulation W be relaxed or modified by reducing down payment requirement from 25% to 15% or that trade-ins on TV receivers be applied against down payment.

Data assembled by RTMA and submitted to FRB showed that installment buying of TV receivers has declined more sharply than cash buying since present terms of Regulation W were made effective last October.

## GROSS TIME CHARGES FOR NETWORKS COMPUTED

COMPARISONS of combined radio and television network gross time charges in March, 1950, and March, 1951, and during first three months of 1950 and 1951, as computed by Publishers Information Bureau for release today (Monday) were:

NETWORK RADIO

| | March 1951 | March 1950 | Jan.-Mar. 1951 | Jan.-Mar. 1950 |
|---|---|---|---|---|
| ABC | $2,891,339 | $3,476,383 | $8,693,478 | $10,181,753 |
| CBS | 6,815,406 | 6,108,386 | 19,788,562 | 17,850,089 |
| MBS | 1,648,006 | 1,410,683 | 4,617,598 | 4,490,974 |
| NBC | 5,085,636 | 5,847,374 | 15,033,209 | 16,785,941 |
| Total | $16,440,387 | $16,842,826 | $48,132,847 | $49,308,757 |

NETWORK TELEVISION

| | March 1951 | March 1950 | Jan.-Mar. 1951 | Jan.-Mar. 1950 |
|---|---|---|---|---|
| ABC | $1,497,298 | $344,097 | $4,080,868 | $780,957 |
| CBS | 2,993,902 | 657,501 | 8,195,406 | 1,823,456 |
| NBC | 4,594,203 | 1,175,186 | 12,730,785 | 3,195,582 |
| Total | $9,085,403 | $2,176,784 | $25,007,059 | $5,799,995 |

# Closed Circuit

*(Continued from page 4)*

over Marschalk & Pratt pitch for its client Esso (*Esso Reporter*) seeking reduction in spot rates in line with CBS cut. They're incensed mostly over line: "We certainly think that this is a wise move and a step in the right direction." One affiliate reportedly advised agency that it was raising its rates substantially and that account could sign now if it desired usual protection.

IN MOVE CONSTRUED by some to echo current rate controversy, U. S. Tobacco understood to be planning to transfer its radio version of *Martin Kane, Private Eye*, from Mutual, Sundays, 4:30-5 p.m., to NBC, same day and time, effective July 1. This seen as significant crack in Mutual's strong line of Sunday mystery shows, and reports are that NBC made price for its facilities so attractive that sponsor couldn't resist.

ONE OF first applicants for educational assignment expected to be Dade County Public Schools (Miami) which presumably would get its money from Ford Foundation. Educational assignment earmarked in Dade County is channel 2.

HAROLD KAYE, head of Mailorder Network, understood to be merging with Dorland Inc., New York, advertising agency, effective May 1.

STEMMING from network rate-cut controversy is new talk of revamping existing network line-up. With Thomas F. O'Neil, head of Don Lee-Yankee Networks, and new MBS board chairman, policy realignment of that network may be in offing. Talk of possible sale of ABC isn't out window, although no deal is on fire now. Within last 12 months ABC Chairman Edward J. Noble has negotiated with 20th Century-Fox, Paramount, IT&T, and indirectly, with CBS, without reaching agreement on price.

CURIOUS anomaly in Broadcast Advertising Bureau rate structure: Some stations can get NARTB and BAB combined cheaper than BAB-only fee (half of highest hourly rate per month).

THOMAS J. LIPTON Inc., Hoboken, N. J. through its agency, Ruthrauff & Ryan, New York, planning radio spot schedule using one-minute transcription and chain breaks in about 125 markets starting June 4 for Frostee. This marks first time product has used spot radio.

IT'LL be at least fortnight before NARTB board convention committee can reach decision on site for 1952 meeting. Three New York hotel clusters—Waldorf-Astoria, Grand Central and Pennsylvania station—will submit offers but Chicago still remains in running.

"YOU AIN'T SEEN nothin' yet," is rejoinder of group pressing for reservation of TV channels for educators—beyond 10% limit proposed in FCC's third report.

## LICENSE HEARING

ORAL ARGUMENT held Friday before FCC en banc on Commission proposal to set AM, FM and TV license renewal dates upon geographic basis rather than by frequency [BROADCASTING • TELECASTING, Dec. 25, 1950]. ABC while supporting objective of plan to effect workload and financial economies for both FCC and applicants, suggested clear channel group be put on a single date since such stations have wide coverage and constitute common problem group. ABC only participant although several others support, one opposes plan.

# NAME This New Home of The KMBC-KFRM Team!

(See Contest Rules Below)

The new home of The KMBC-KFRM Team is the largest, most modern radio and television center in the Midwest. The four-story building occupies a full quarter of a block in the heart of downtown Kansas City, with total floor space of a hundred thousand square feet. Studio facilities include six air-conditioned studios. Three of these are regular AM studios for KMBC-KFRM, each of the most modern design and latest Johns-Manville acoustical treatment. The fourth studio is for news and sports only, being located directly off the specially designed offices of the news, sports and special events departments. The fifth is the huge television studio, one of the largest in the nation, 72 x 85 feet. It is designed both for use as a TV studio and for AM broadcasts. Finally, is the beautiful 2,610 seat air-conditioned TV Playhouse, newly decorated, acoustically treated.

Technical equipment is all specially designed and operated almost entirely by push button control. The new KMBC-KFRM headquarters houses the offices of The Team as well as the Talent Bureau and Arthur B. Church Productions. The staff enjoys ideal working conditions including its own snack bar.

In the building with The Team is United Press' Kansas City headquarters. The location is Eleventh and Central Streets, the address, 222 West Eleventh.

**THAT'S RIGHT...OUR NEW HOME HAS NO NAME... HERE'S A $500 CONTEST FOR A WINNING NAME!**

1. Submit a name for the new home of The KMBC-KFRM Team, together with a statement not exceeding 25 words as to why you think the suggested name is appropriate.
2. Send your entry, together with your name and address, to, "Name the Building Contest"—KMBC-KFRM—222 West Eleventh Street—Kansas City, Missouri.
3. You may submit as many entries as you wish.
4. KMBC-KFRM agency representatives or staff members are not permitted to compete.
5. Contest opens April 21, 1951—closes midnight, Sunday, May 6, 1951.
6. There will be $250.00 for the winning entry—a $25.00 prize for each of the ten next best. In the event that the name selected is submitted by more than one contestant, prizes will be awarded on the contents of the accompanying statement.
7. All entries become the property of The KMBC-KFRM Team. Decisions of the judges will be final.

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC